

Buzzwords surrounding Data Science



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Outline

- Data Science Community is still Growing
- Where did Data Science come from?
- Becoming Data Scientist?

- Many Buzzwords?
- My Pick of Interesting Topics/Buzzwords

- Data Science is broad: Pick a right topic and its scope
→ Aim at **RESEARCH** in Data Science!

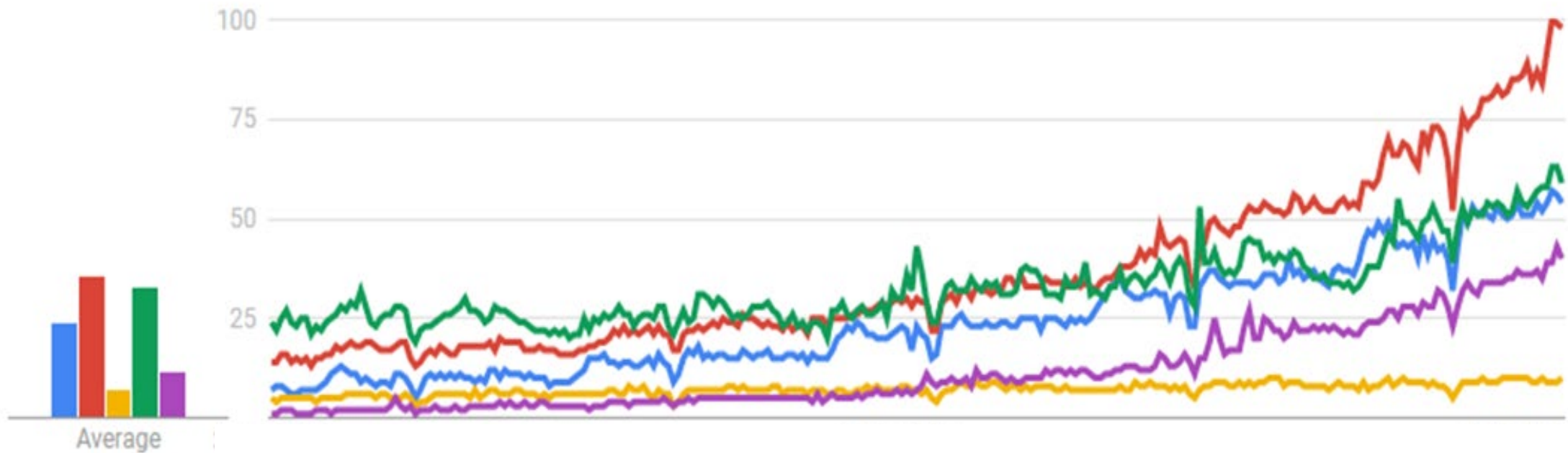


Rise of Data Science

Interest over time


Google Trends

● Data Science ● Machine Learning ● Data Visualization ● Artificial Intelligence ● Deep Learning



Worldwide. 02/06/2012 - 02/06/2017.

Machine Learning Conferences



NEURAL
INFORMATION
PROCESSING
SYSTEMS

Neural
Information
Processing
Systems



ICML

International
Conference
on Machin...



NEURAL INFORMATION
PROCESSING SYSTEMS

Conference
on Neural
Informatio...



International
Joint
Conferenc...



CVPR SEATTLE
JUNE 14-19 2020 WASHINGTON

Conference
on Computer
Vision and ...



ECML PKDD



ICCV 2019
Seoul Korea

International
Conference
on Comput...



ODSC
The Future of AI Gathers Here

ODSC



ICASSP

International
Conference
on Acousti...




ICLR

International
Conference on
Learning
Representations



ECAI
2020

European
Conference
on Artificial...



ICAART 2020

ICAART



ACM SIGKDD
International
Conferenc...




Strata Data
Conference



ICPRAM



International
Semantic
Web Confe...



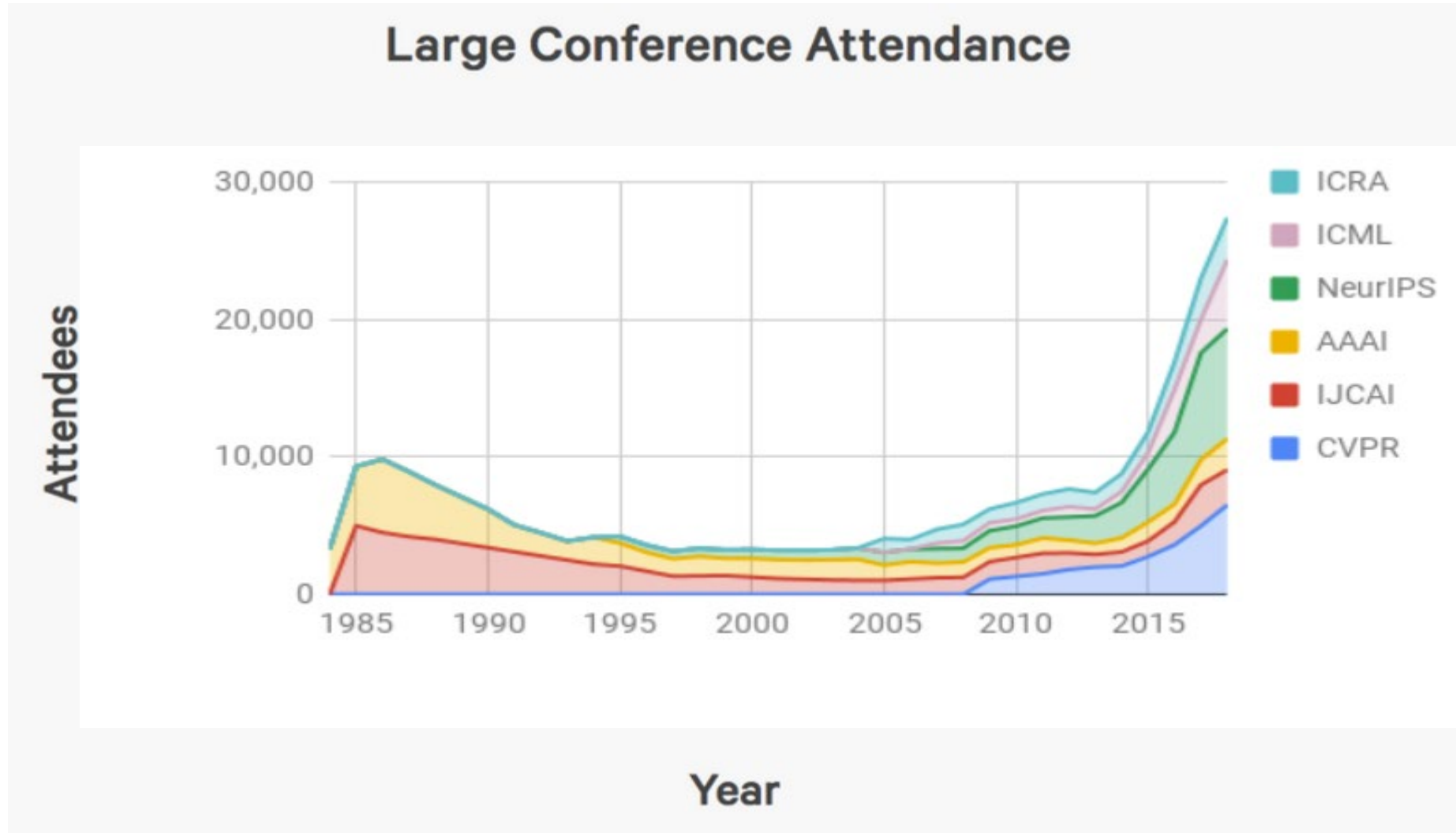
Mexican
International
Conferenc...



ICCCI

International
Conference
on Comput...

Scale of Community Size in ML/AI





MLSys Conference spawn in 2019

- MLSys is a conference targeting research at the intersection of systems and machine learning

<https://mlsys.org>

- Aims to elicit new connections amongst these fields, including identifying best practices and design principles for learning systems, as well as developing novel learning methods and theory tailored to practical machine learning workflows

Steering Committee

Jennifer Chayes

Bill Dally

Jeff Dean

Michael I. Jordan

Yann LeCun

Fei-Fei Li

Alex Smola

Dawn Song

Eric Xing

NIPS/NEURIPS: 8000 Attendees in 2017

Randomness of Paper acceptance?

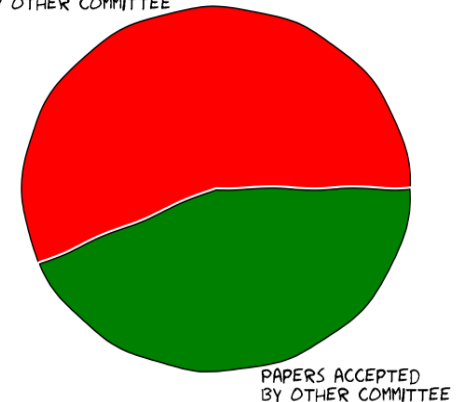
- 2016: 2,406 submissions and 568 acceptance (24% acceptance rate)
- 2017: 3,240 submissions and 679 acceptance (21% acceptance rate)
- 2020: 9,467 submissions and 1,990 acceptance (20% acceptance rate)
- In 2014, Corinna Cortes and Neil Lawrence ran the NIPS experiment where 1/10th of papers submitted to NIPS went through the NIPS review process twice, and then the accept/reject decision was compared.

(<http://blog.mrtz.org/2014/12/15/the-nips-experiment.html>)

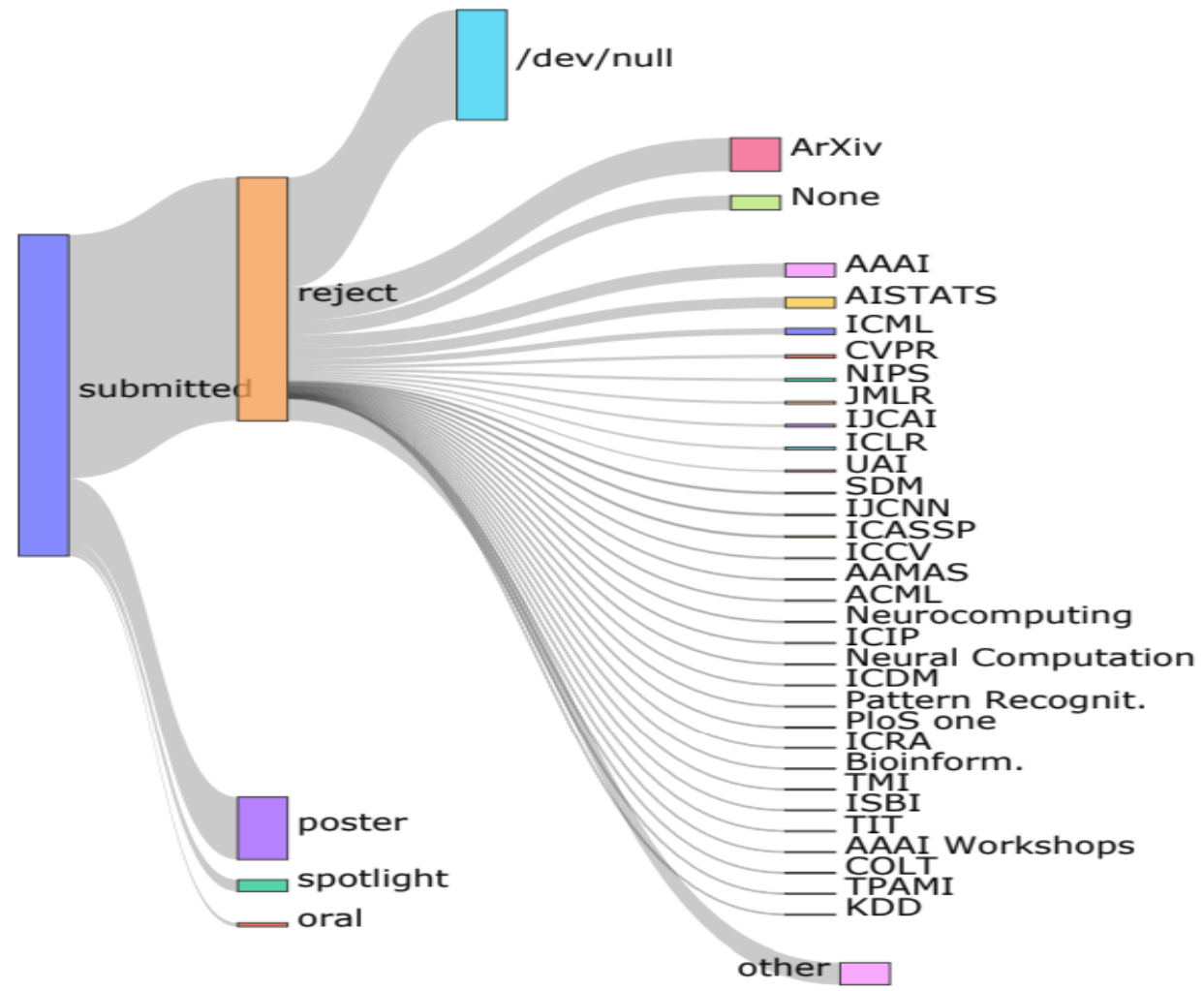
- In particular, about 57% of the papers accepted by the first committee were rejected by the second one and vice versa. In other words, most papers at NIPS would be rejected if one reran the conference review process (with a 95% confidence interval of 40-75%).
- 2021: Inconsistency in Conference Peer Review: Revisiting the 2014 NeurIPS Experiment (<https://arxiv.org/abs/2109.09774>)

RESULTS IN 2ND COMMITTEE OF THE PAPERS
ACCEPTED BY THE 1ST COMMITTEE

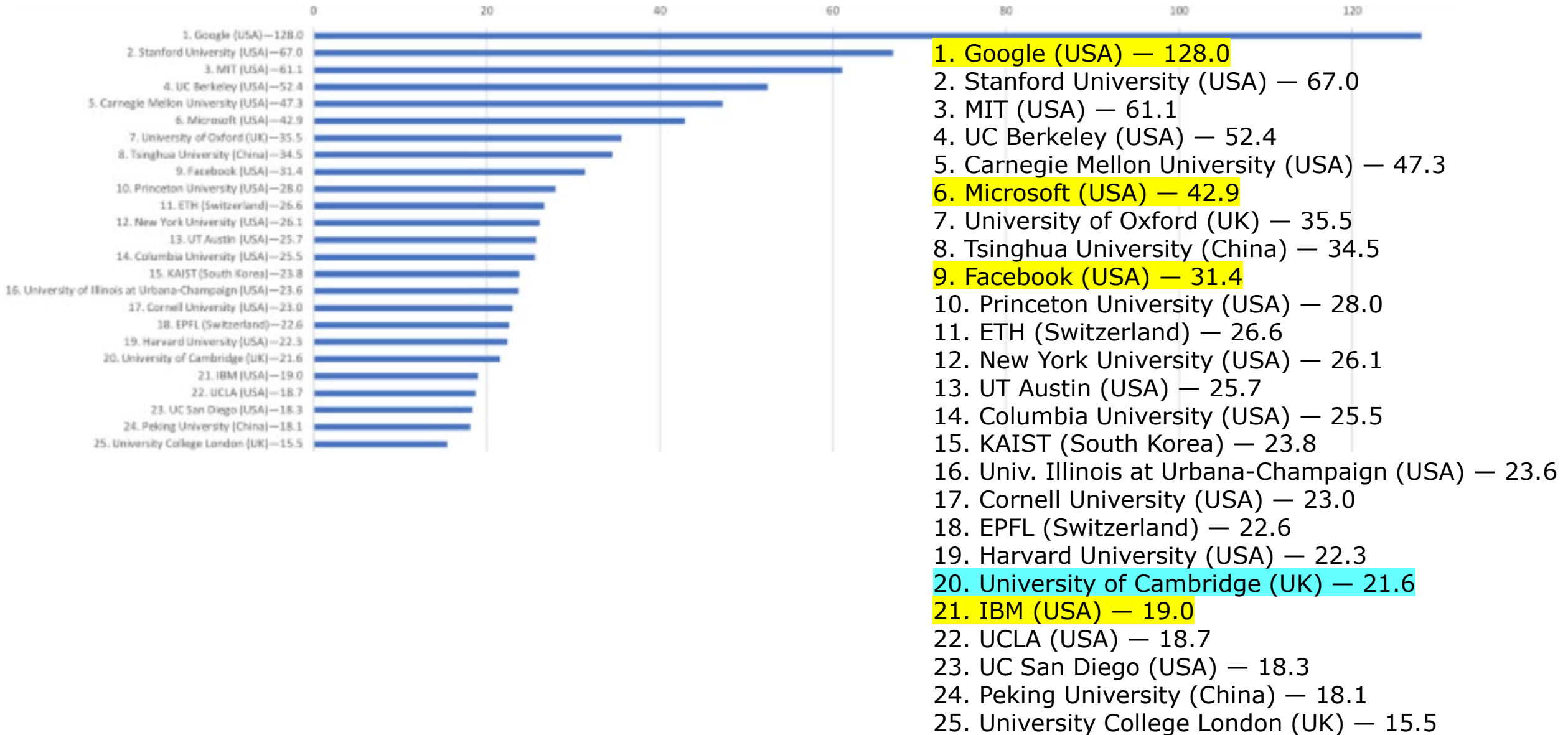
PAPERS REJECTED
BY OTHER COMMITTEE



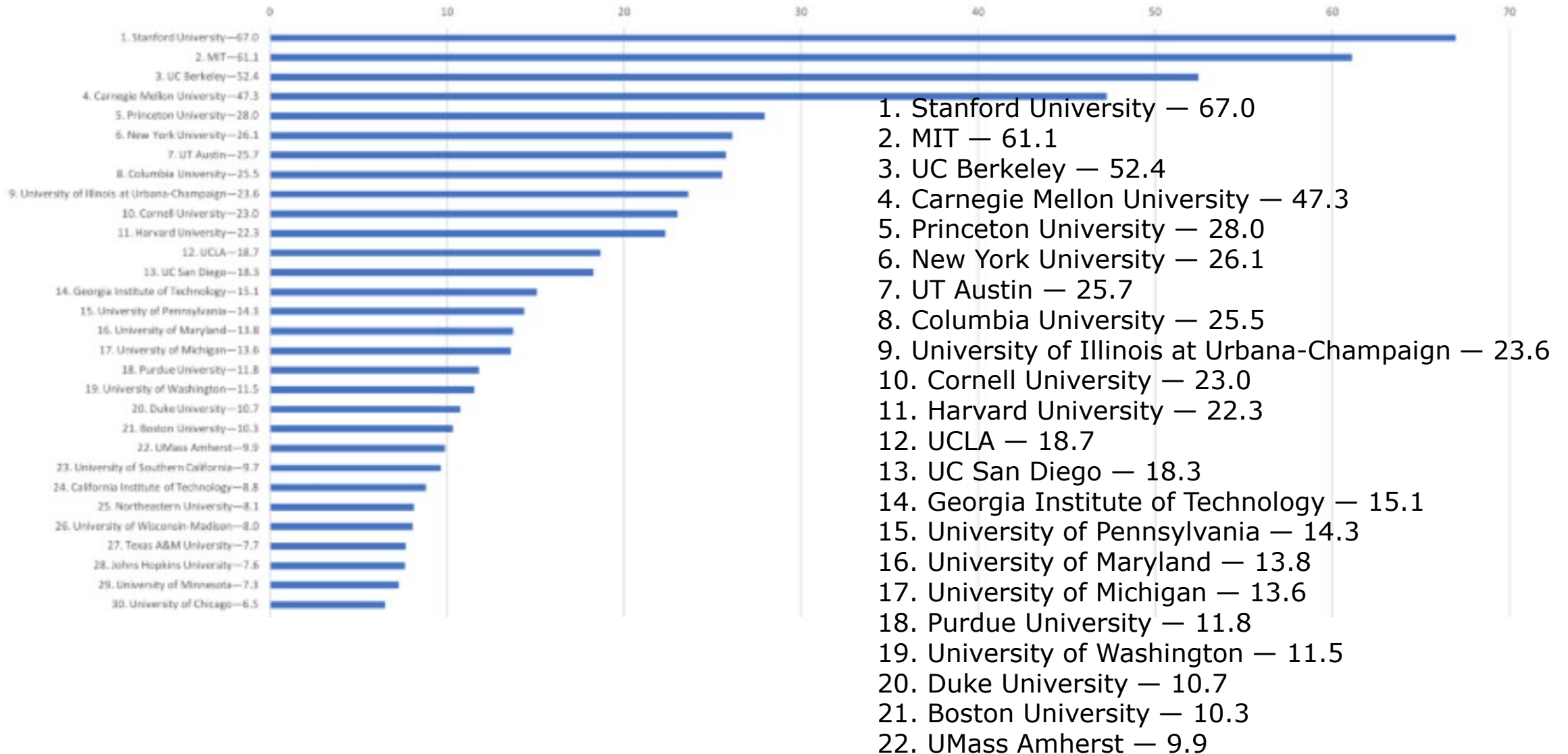
Where those Rejected Papers were published



NeurIPS 2020 Publishing

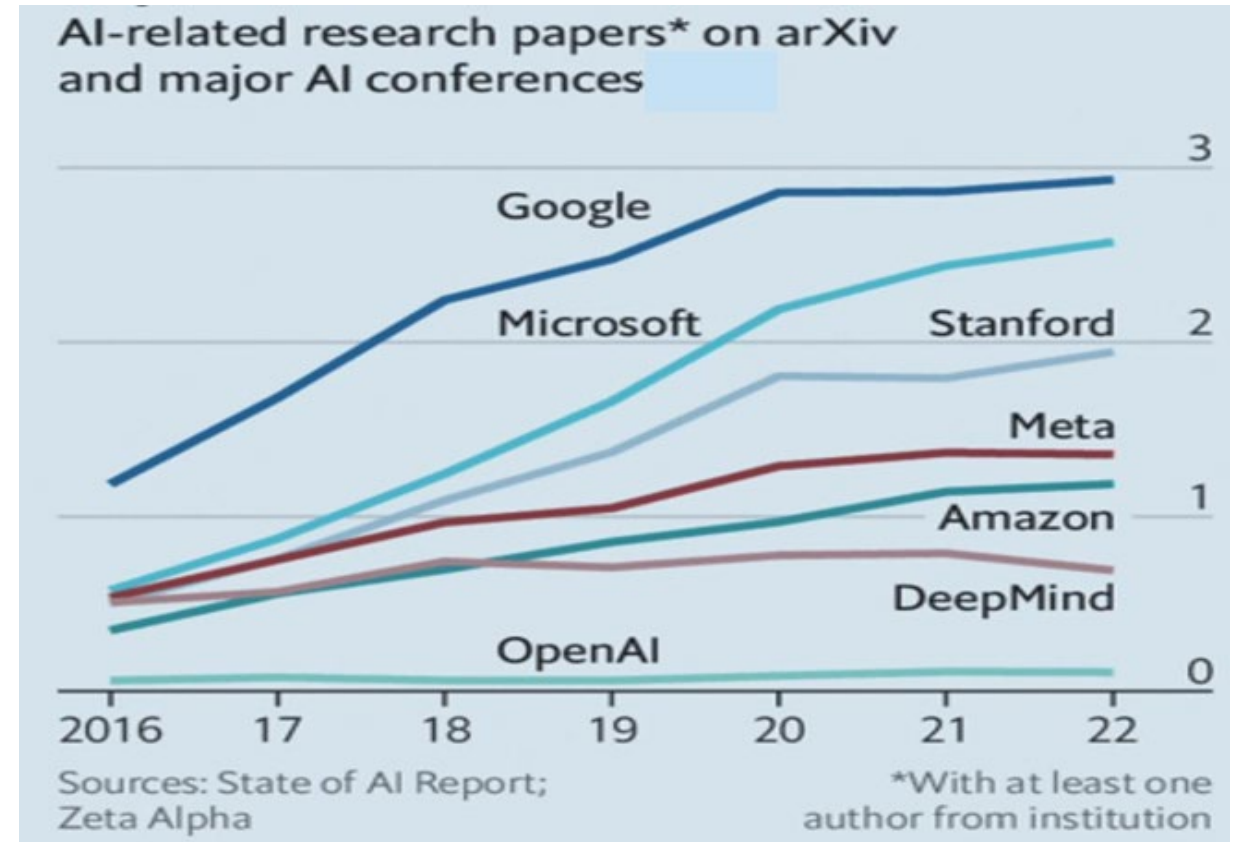


NeurIPS 2020 Publishing (American Universities)



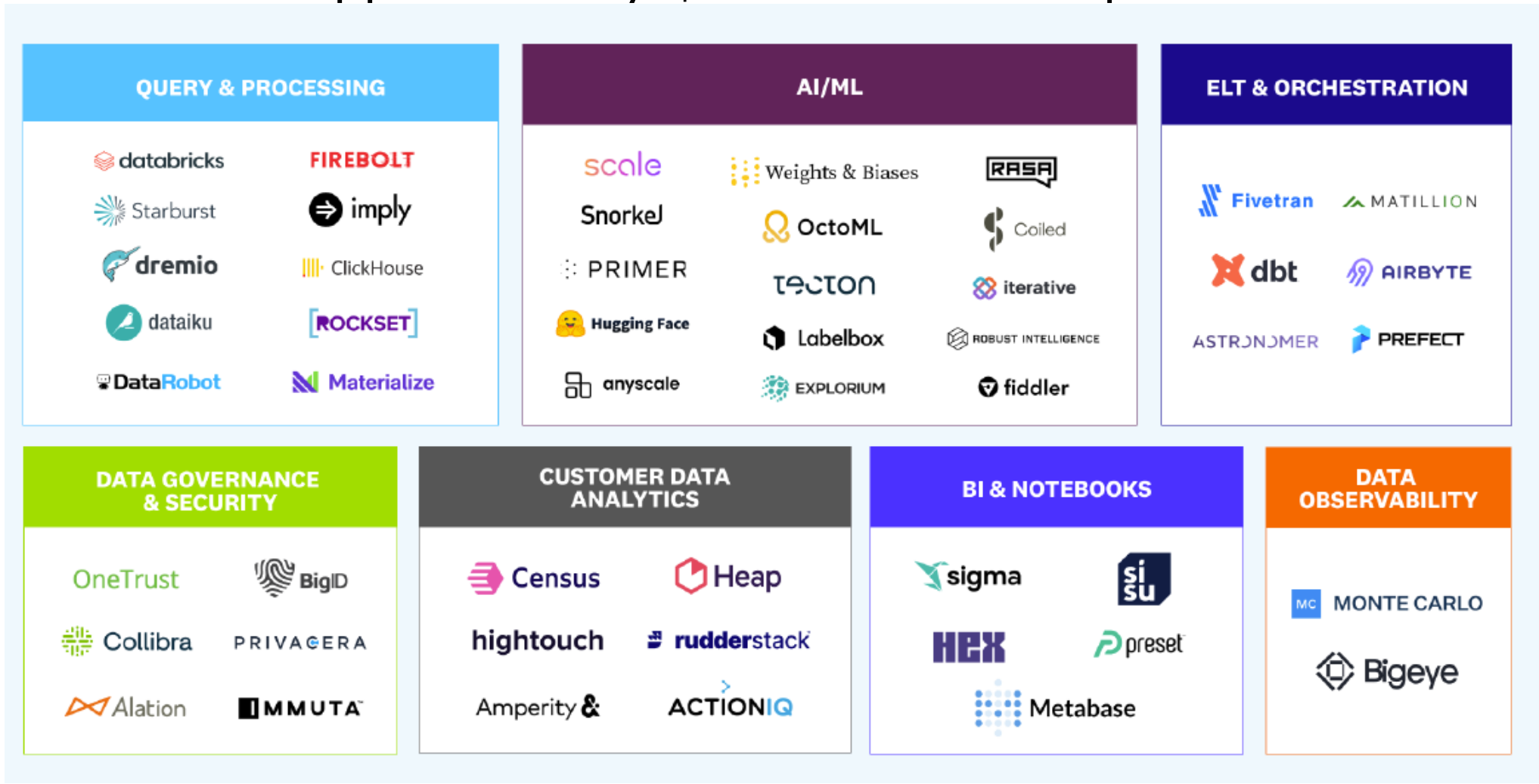
Intellectual contribution to AI

- Some of organizations publish knowledge and open-source code for the entire world to use. Others just consume it.
- AI research output from prolific institutions:
 - Google
 - Microsoft
 - Stanford
 - Meta
 - Amazon
 - DeepMind
 - OpenAI



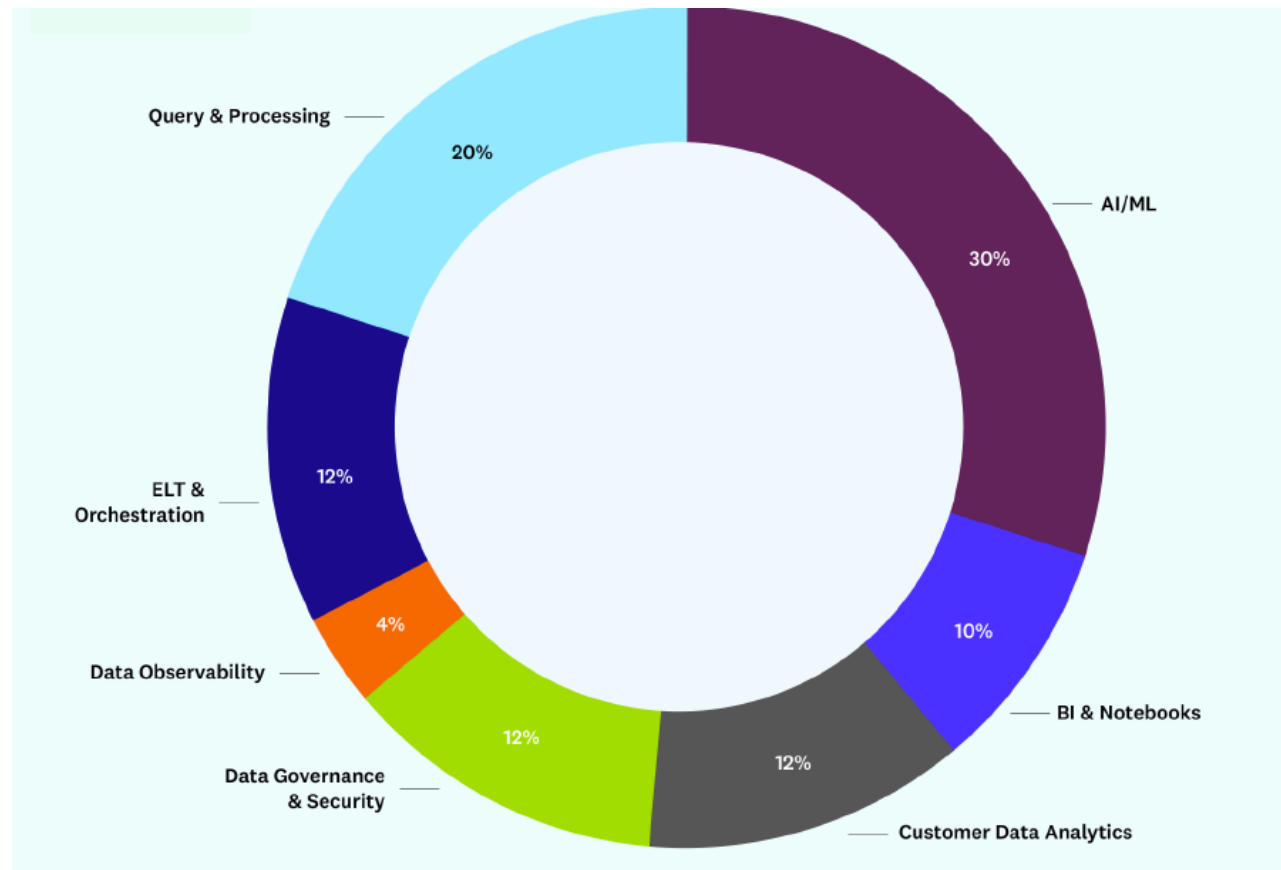
World's Top 50 Startups in AI/ML

- In aggregate, these 50 companies are valued at more than \$100B and have raised approximately \$14.5B in total capital.



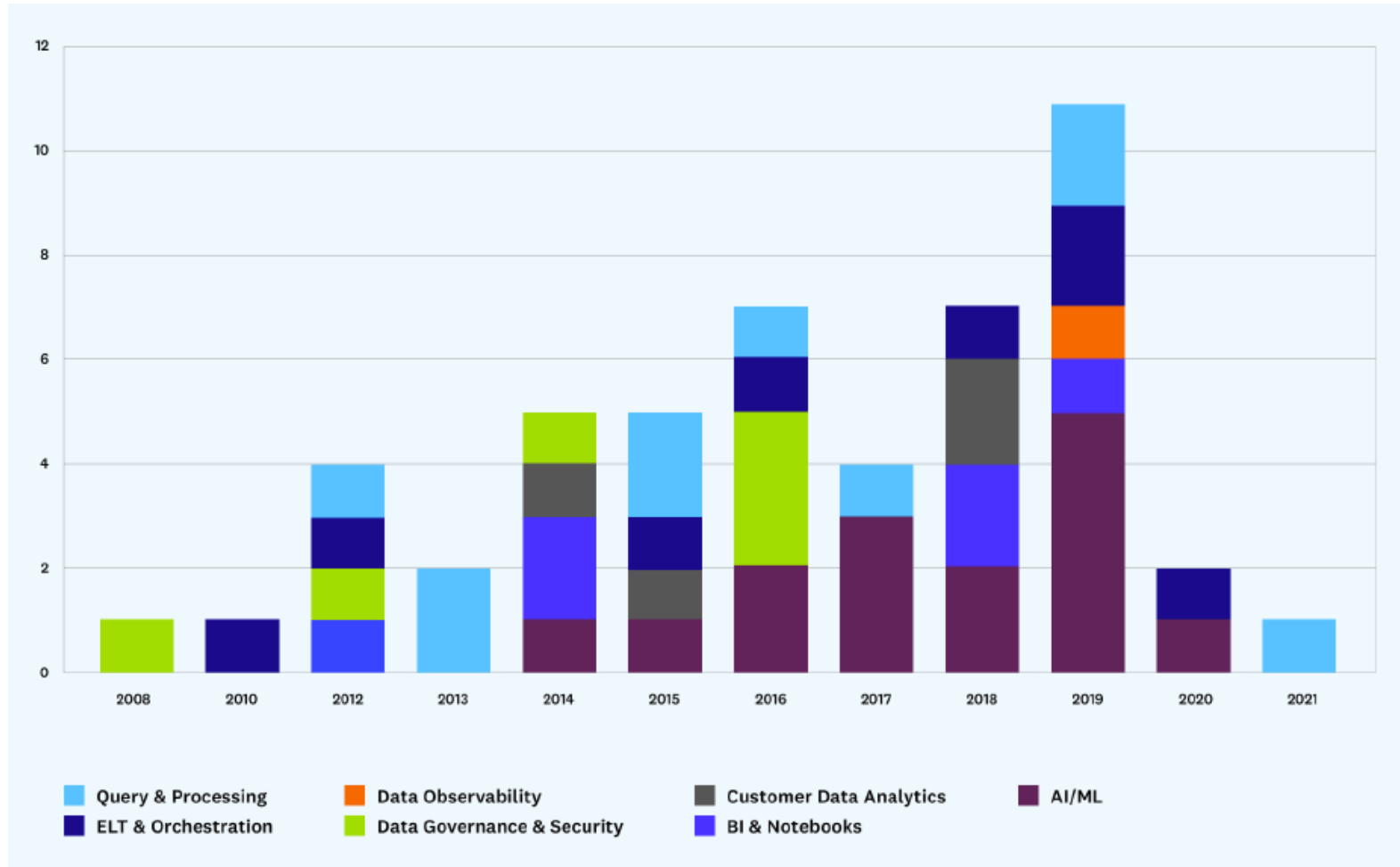
7 Subcategories

- AI/ML is the biggest category by the number of companies, largely because the space is still evolving and requires a new separate set of tools to train, measure, and production size models.



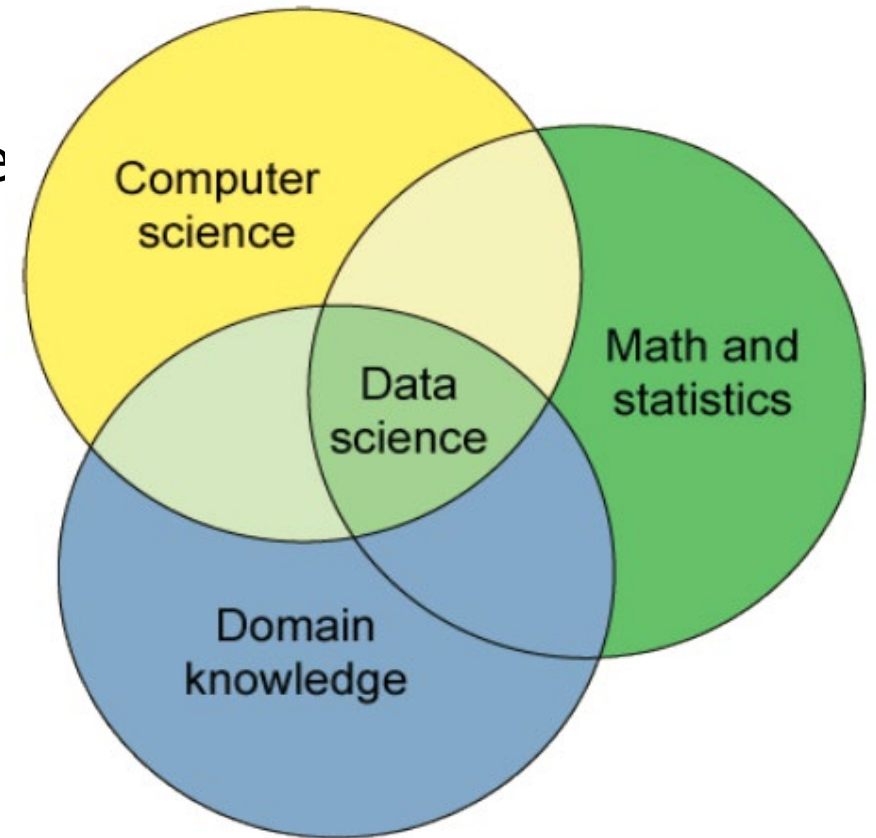
Per Category Investment

- AI/ML companies are picking up more investor interest than ever.



Data Science: Any new intellectual content?

- What does it mean to Computer Science?
- 1970's: EE + Math → Computer Science
- 2010's: CS + Stats/ML + Domain → Data Science
- Is something fundamental emerging here?
- Data Science is a very broad discipline
- Data Science PhD?
 - PhD normally with a narrow field with depth...



Based on Drew Conway, NYU

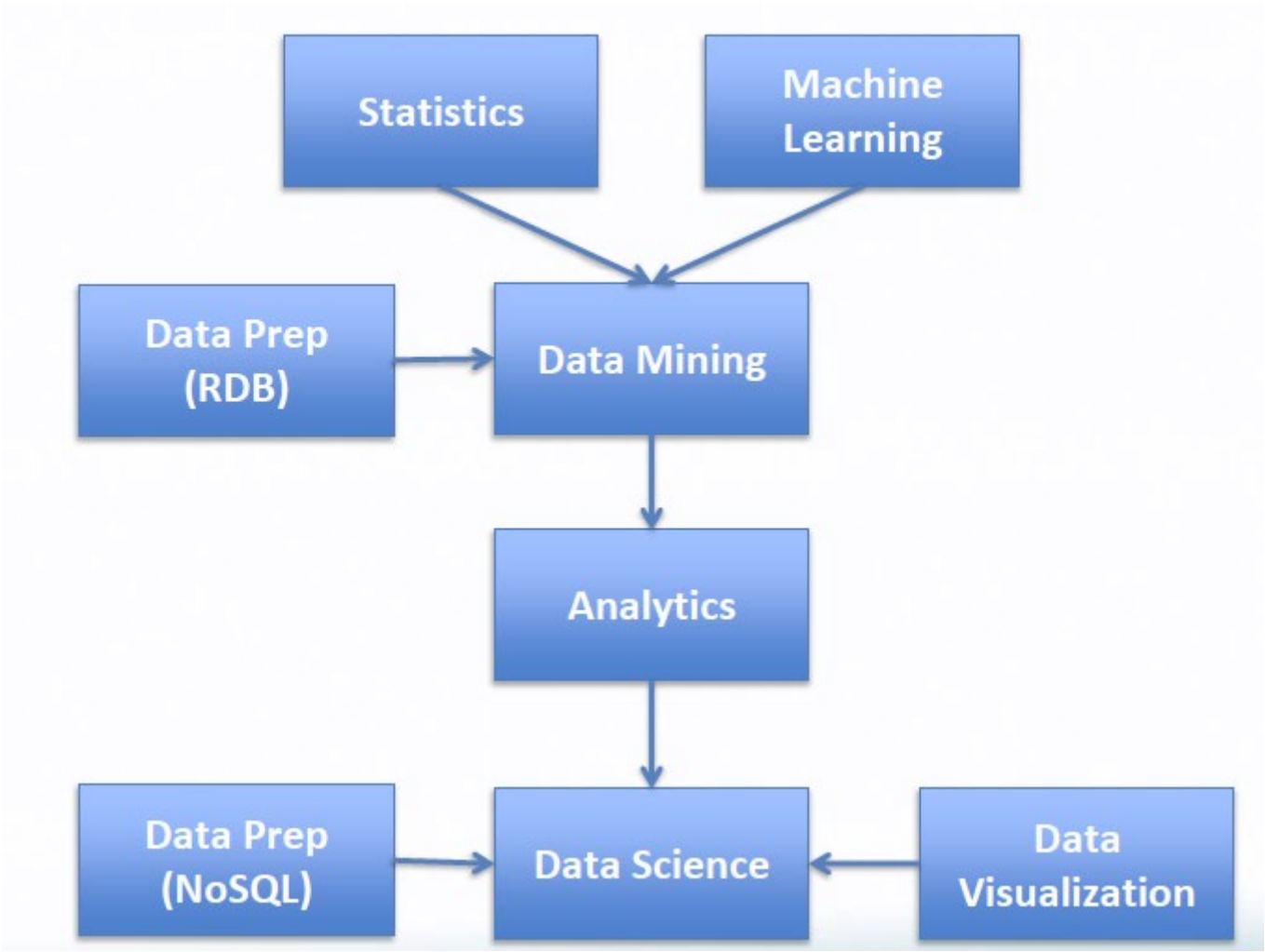
Attendance question!

What is data science?

- Computer Science
 - + Statistics/Machine Learning
 - + Domain



Elements of Data Science



Buzzwords in Data Science

Many guidance and definitions in Web.

e.g. <https://datascience.foundation/downloadpdf/142/whitepaper>

- Artificial Intelligence (AI)
- Learning System or Algorithm
- How to decide which Learning Algorithm to use
- Machine Learning
- Machine Learning Algorithms
- Deep Learning
- Artificial Neural Network (ANN)
- Machine Learning Vs Deep Learning
- AI Vs ML Vs DL
- Deep Learning Vs Neural Network
- Data Science
- Data Science Flow Chart
- Why Deep Learning and why not SVM?
- What is deep learning? Why is this a growing trend in machine learning? Why not use SVMs?
- Five main reasons why deep learning is so popular
- Explainable AI (XAI)
- ...

ATI Theme List

- Algorithms
 - Complexity
 - Compression
 - Cryptography
 - Data structures
 - Distributed
 - Numerical
- Applied mathematics
 - Dynamical systems & differential equations
 - Information theory
 - Mathematical physics
 - Multi-agent systems
 - Numerical analysis
 - Operations research
- Artificial Intelligence
 - Control theory
 - Evolution & adaptation
 - Game theory
 - Knowledge representation
 - Multi-agent reasoning
 - Neural networks
 - Neuroscience
 - Nonlinear dynamics
 - Pattern formation
 - Robotics
 - Symbolic systems
 - Systems theory
- Computer systems & architectures
 - Communications
 - Databases
 - Human computer interface
 - Information retrieval
 - Neural & evolutionary computing
 - Computing networks
 - Operating systems
 - Parallel computing
 - Real time computing
 - Visualisation
- Machine learning
 - Applications
 - Computer vision
 - Deep learning
 - Natural language processing
 - Pattern recognition
 - Reinforcement learning
 - Supervised



2020 Buzzword highlights

Some Buzzwords shaped 2020


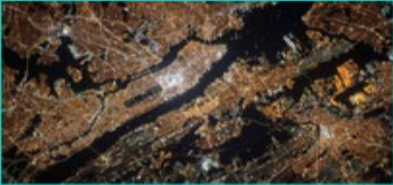








- **Data engineer** – as data science continues to evolve, the importance of data is becoming more clear → a new emphasis on engineers who could work directly getting the most out of datasets.
- **AutoML** – more than just machine learning (ML) → the process automated and delivered to the public.
- **Explainability** – Building complex models is great, but without the visibility into how they work, they're not as good as they can be → explainability became a major goal of data scientists looking to understand their models and make them better.



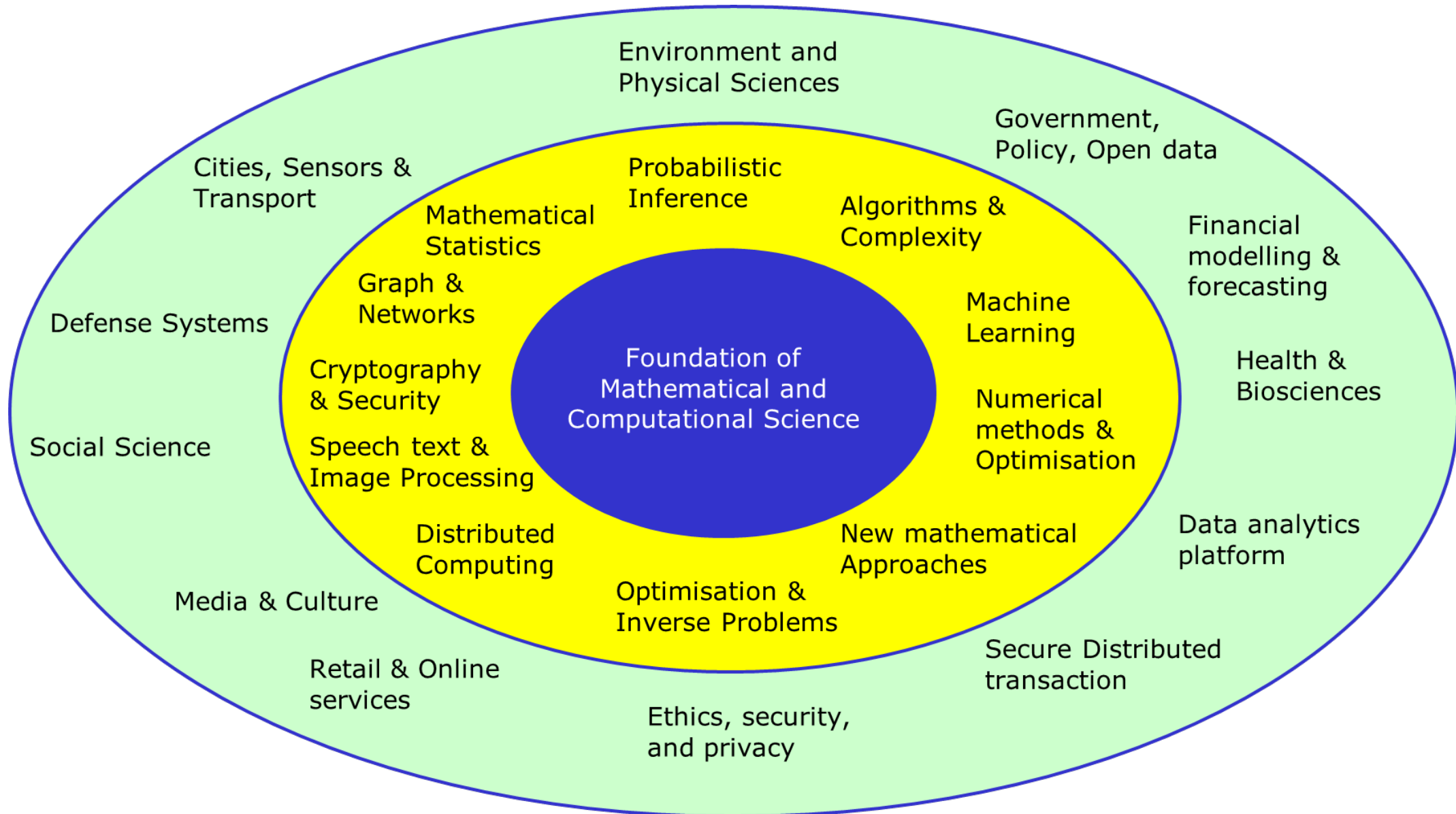
Alan Turing Institute (ATI)

- Established in 2015 in London as a National Institute for Data Science
- >£20M Capital Investment from Government
- Translating output into practice <https://www.turing.ac.uk>

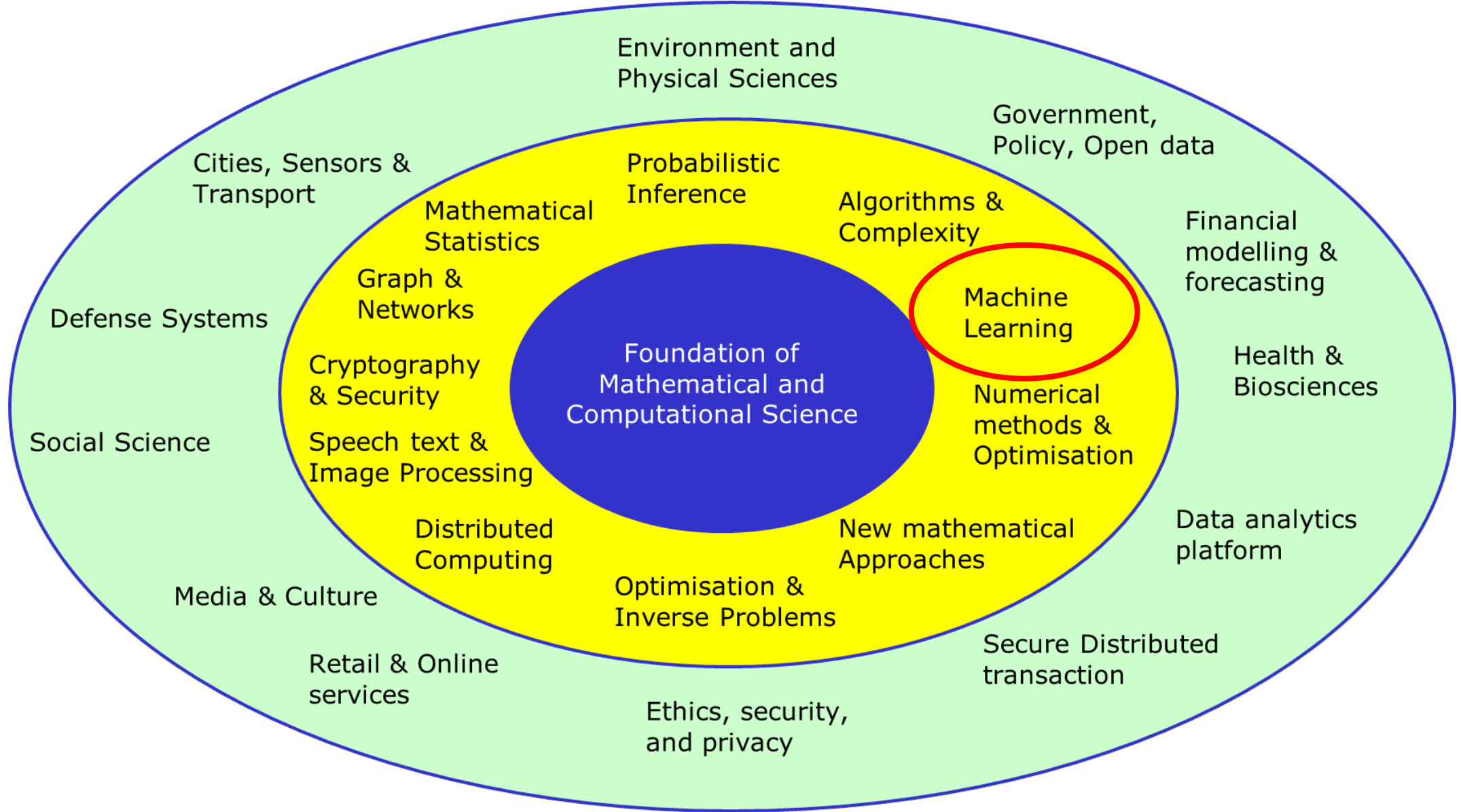
Research Programmes:

				
<p>Artificial intelligence (AI) → Advancing world-class research into artificial intelligence, its applications and its implications for society, building on our academic network's wealth of expertise.</p>	<p>Data science at scale → Building upon advances in high-performance computer architectures, through algorithm-architecture co-design, with applications including health and life science.</p>	<p>Data science for science → Ensuring that research across science and the humanities can make effective use of state of the art methods in artificial intelligence and data science.</p>	<p>Health and medical sciences → Accelerating the scientific understanding of human disease and improving human health through data-driven innovation in AI and statistical science.</p>	<p>Research Engineering → Connecting research to applications, helping create usable and sustainable tools, practices and systems.</p>
				
<p>Data-centric engineering → Bringing together world-leading academic institutions and major industrial partners from across the engineering sector, to address new challenges in data-centric engineering.</p>	<p>Defence and security → Collaborating with the defence and security community to deliver an ambitious programme of data science research, to deliver impact in real world scenarios.</p>	<p>Finance and economics → Develop cutting-edge methods to foster financial innovation and deepen our understanding of the economy, to benefit society at large</p>	<p>Urban analytics → Developing data science and AI focused on the process, structure, interactions and evolution of agents, technology and infrastructure within and between cities.</p>	<p>Public policy → Working with policy makers on data-driven public services and innovation to solve policy problems, and developing ethical foundations for data science and AI policy-making.</p>

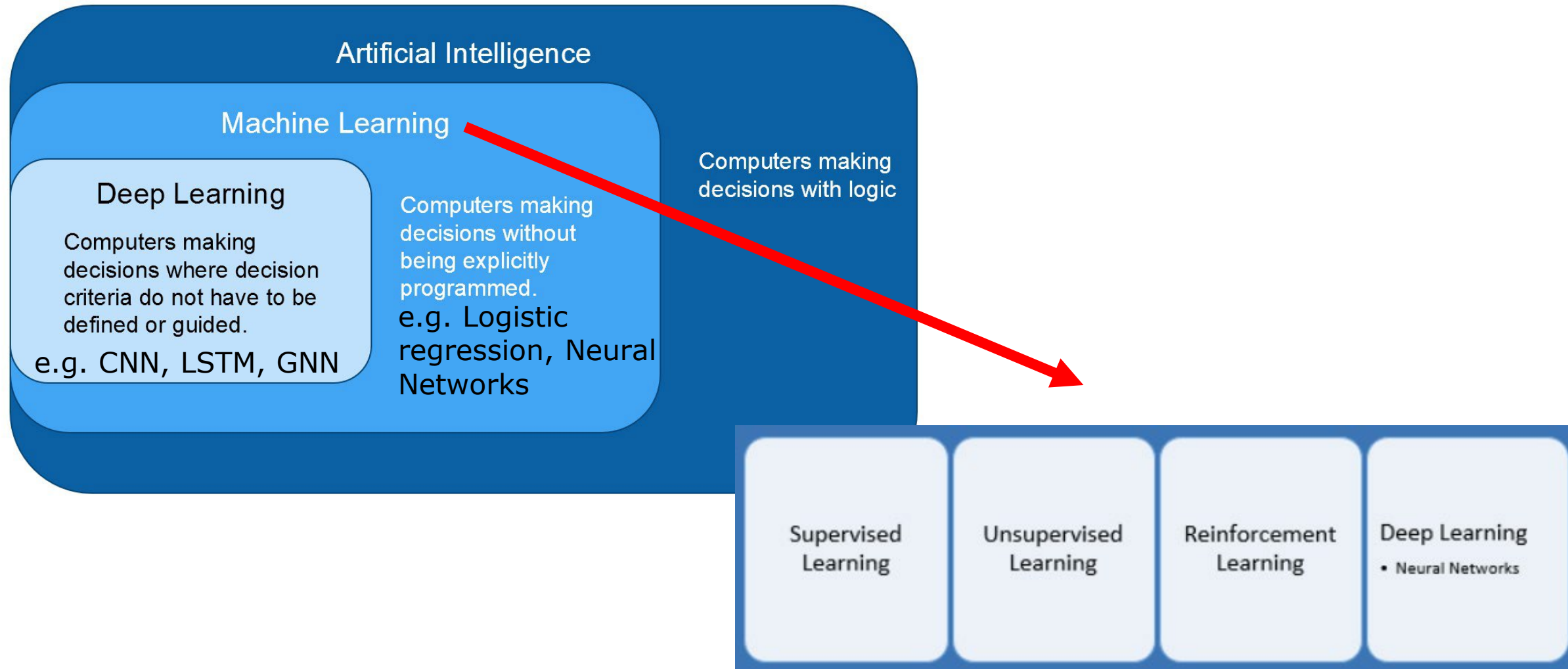
Landscape of Data Science (~ = Buzzwords Map)



AI, Machine Learning, Deep Learning



Deep Learning, Machine Learning, and AI...



Four Pictures Illustrating ML Concepts

- Neural Networks: The Backpropagation algorithm
- Cheat Sheet on Probability
- 24 Neural Network Adjustments →
- Matrix Multiplication in NN

ARCHITECTURE


- Variables type
- Variable scaling
- Cost function
- Neural Network type:
 - RBM,FFN,CNN,RNN...
- Number of layers
- Number of hidden Layers
- Number of nodes
- Type of layers:
 - LSTM, Dense, Highway
 - Convolutional, Pooling...
- Type of weight initialization
- Type of activation function
 - Linear, sigmoid, relu...
- Dropout rate (or not)
- Threshold

HYPERPARAMETER TUNING

- Type of optimizer
- Learning rate (fixed or not)
- Regularization rate (or not)
- Regularization type: L1, L2, ElasticNet
- Type of search for local minima:
 - Gradient descent, simulated
 - annealing, evolutionary...
- Batch size
- Nesterov momentum (or not)
- Decay rate (or not)
- Momentum (fixed or not)
- Type of fitness measurement:
 - MSE, accuracy, MAE, cross-entropy,
 - precision, recall
- Epochs
- Stop criteria

See <https://www.datasciencecentral.com/profiles/blogs/four-great-pictures-illustrating-machine-learning-concepts>

Modern Data Scientist: The sexiest job of 21th century



MATH & STATISTICS

- ☆ Machine learning
- ☆ Statistical modeling
- ☆ Experiment design
- ☆ Bayesian inference
- ☆ Supervised learning: decision trees, random forests, logistic regression
- ☆ Unsupervised learning: clustering, dimensionality reduction
- ☆ Optimization: gradient descent and variants

PROGRAMMING & DATABASE

- ☆ Computer science fundamentals
- ☆ Scripting language e.g. Python
- ☆ Statistical computing package e.g. R
- ☆ Databases SQL and NoSQL
- ☆ Relational algebra
- ☆ Parallel databases and parallel query processing
- ☆ MapReduce concepts
- ☆ Hadoop and Hive/Pig
- ☆ Custom reducers
- ☆ Experience with xaaS like AWS

DOMAIN KNOWLEDGE & SOFT SKILLS

- ☆ Passionate about the business
- ☆ Curious about data
- ☆ Influence without authority
- ☆ Hacker mindset
- ☆ Problem solver
- ☆ Strategic, proactive, creative, innovative and collaborative

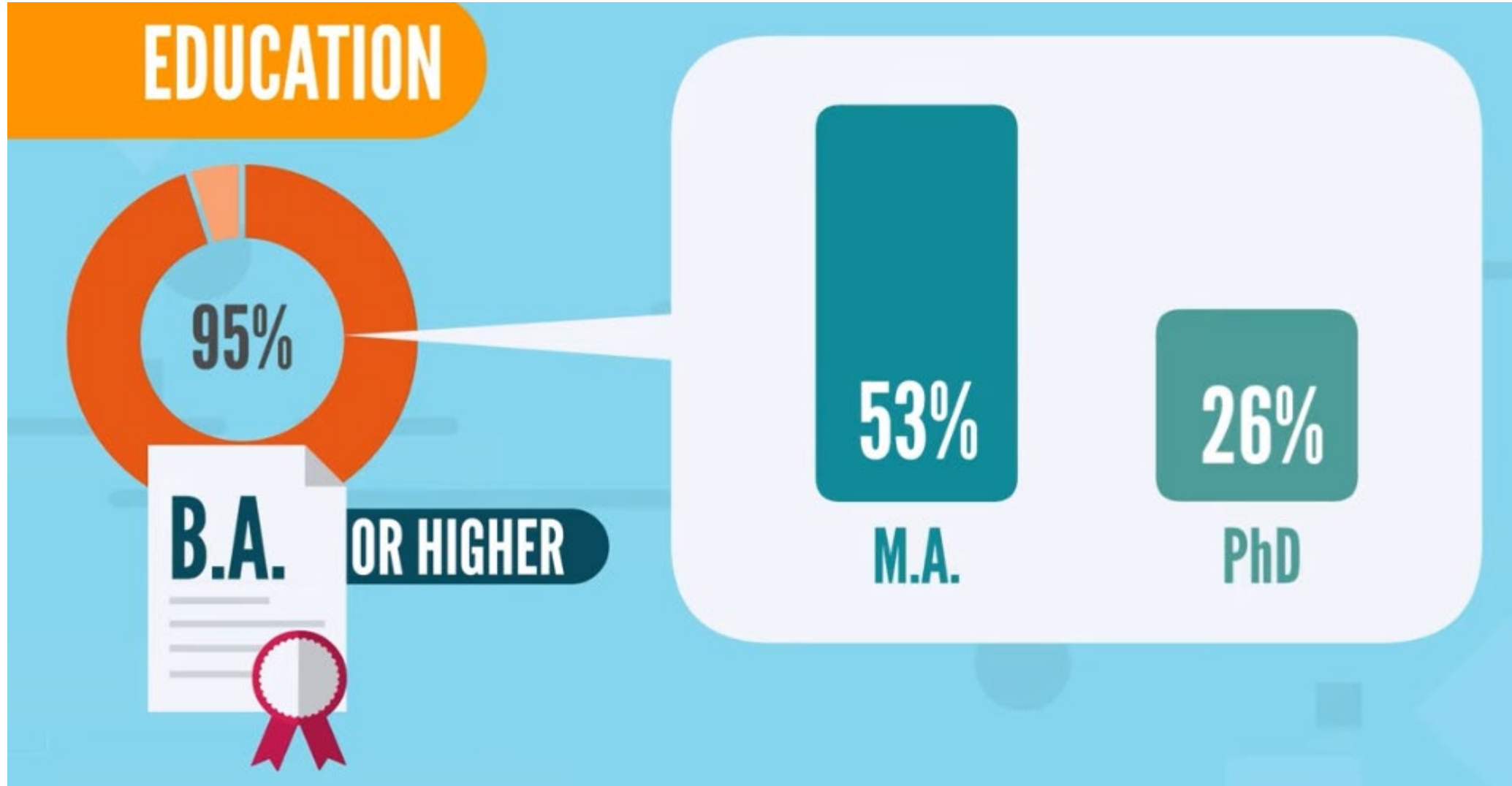
COMMUNICATION & VISUALIZATION

- ☆ Able to engage with senior management
- ☆ Story telling skills
- ☆ Translate data-driven insights into decisions and actions
- ☆ Visual art design
- ☆ R packages like ggplot or lattice
- ☆ Knowledge of any of visualization tools e.g. Flare, D3.js, Tableau

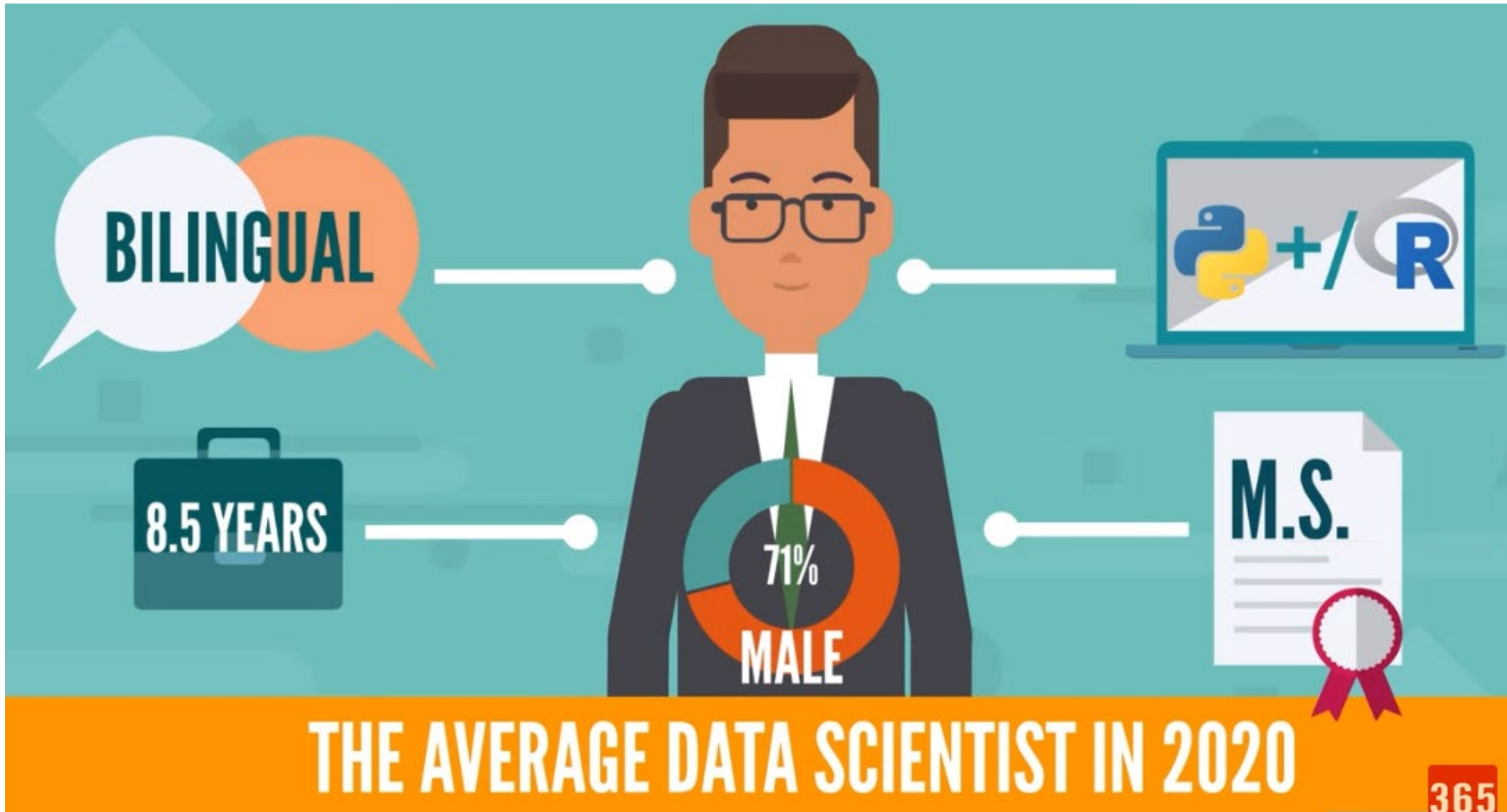
“A data scientist is someone who can obtain, scrub, explore, model and interpret data, blending hacking, statistics and machine learning”

Hilary Mason, chief scientist at bit.ly

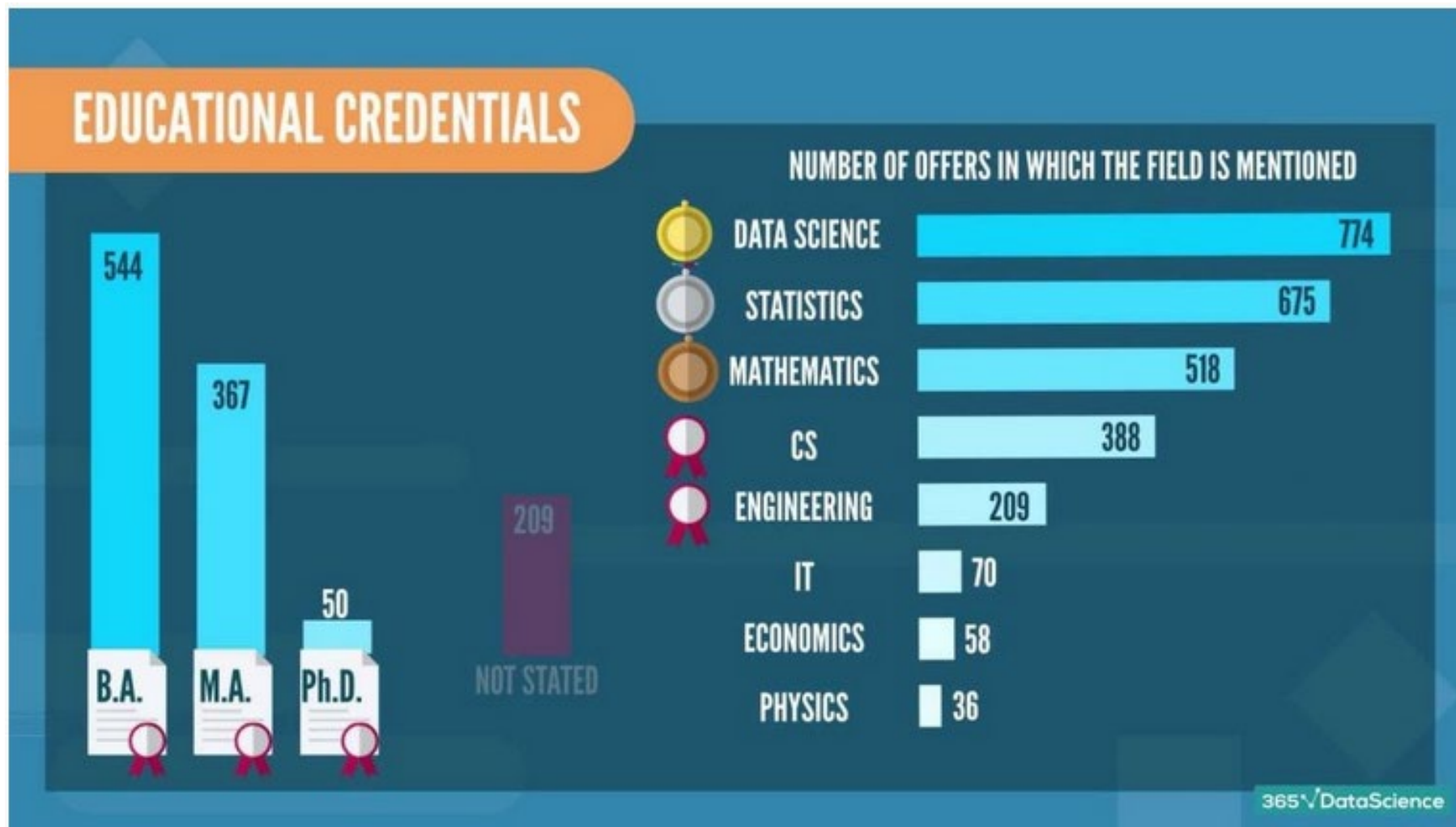
Educational Background



Typical Data Scientist in 2020



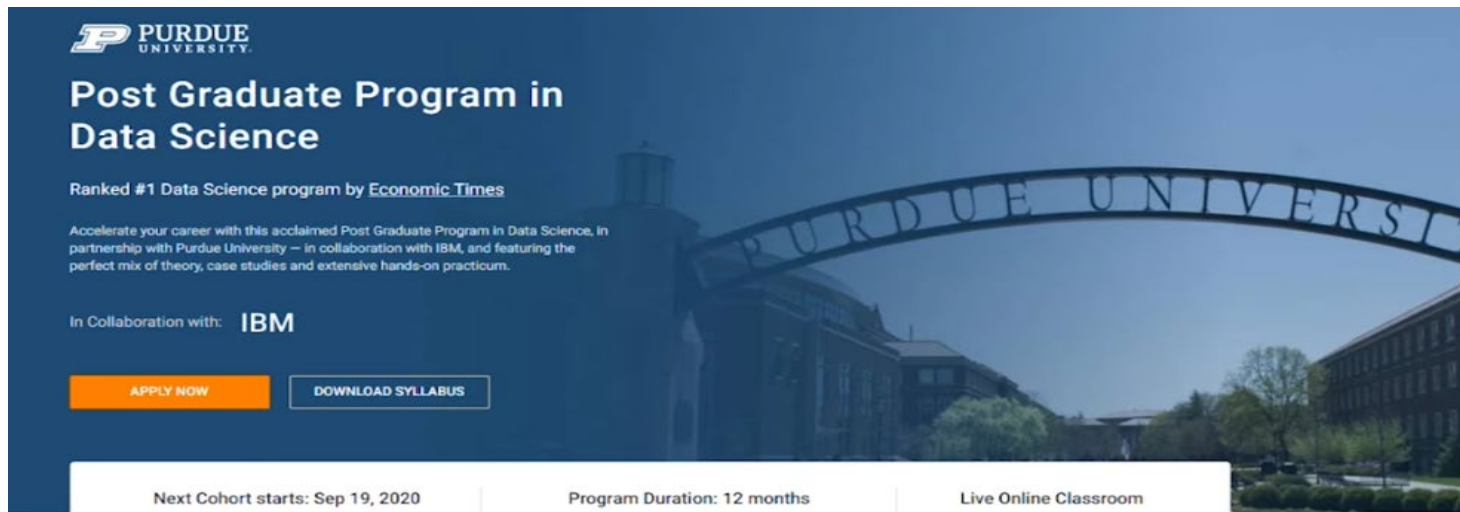
Fields of study preferred





Many Courses offered: e.g. Master Certificate

Data Science Bootcamp: Pay only after you get a data science job.
With deferred tuition and a job guarantee, investing in yourself is risk-free.

PURDUE UNIVERSITY

Post Graduate Program in Data Science

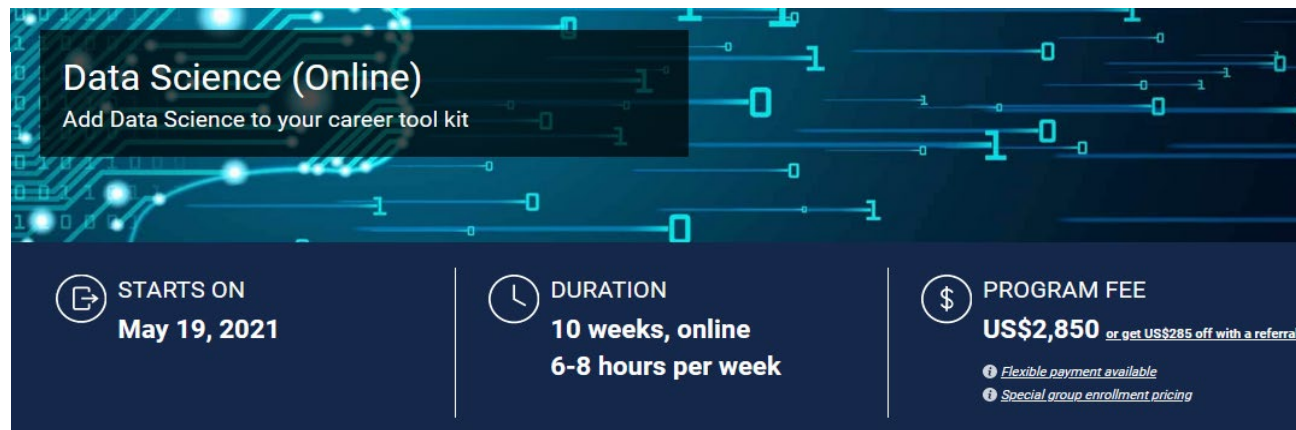
Ranked #1 Data Science program by *Economic Times*

Accelerate your career with this acclaimed Post Graduate Program in Data Science, in partnership with Purdue University – in collaboration with IBM, and featuring the perfect mix of theory, case studies and extensive hands-on practicum.

In Collaboration with: **IBM**

[APPLY NOW](#) [DOWNLOAD SYLLABUS](#)

<p>Next Cohort starts: Sep 19, 2020</p> <p>Limited no. of seats available</p>	<p>Program Duration: 12 months</p> <p>At 5-10 hours/week</p>	<p>Live Online Classroom</p> <p>Learning Format</p>
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Data Science (Online)

Add Data Science to your career tool kit

<p>STARTS ON</p> <p>May 19, 2021</p>	<p>DURATION</p> <p>10 weeks, online</p> <p>6-8 hours per week</p>	<p>PROGRAM FEE</p> <p>US\$2,850 <small>or get US\$285 off with a referral</small></p> <p><small>Flexible payment available</small></p> <p><small>Special group enrollment pricing</small></p>
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Skills required in Data Science



Skill 1: Database Knowledge



Skill 1: Gain Database knowledge which is required to store and analyze data

Tools required

ORACLE[®]
DATABASE

Microsoft[®]
SQL Server[™]

MySQL[®]

TERADATA



Skill 2: Statistics



Skill 2: Learn statistics, probability and mathematical analysis

Statistics is the science concerned with developing and studying methods for collecting, analyzing, interpreting and presenting empirical data

STATISTICS



PROBABILITY





Skill 3: Programming



Skill 3: Master one programming language

Programming Tools such as R, Python, SAS are very important to perform analytics in data



- ❑ R is a free software environment for statistical computing and graphics
- ❑ Supports most Machine Learning algorithms for Data Analytics like regression, association, clustering, etc.

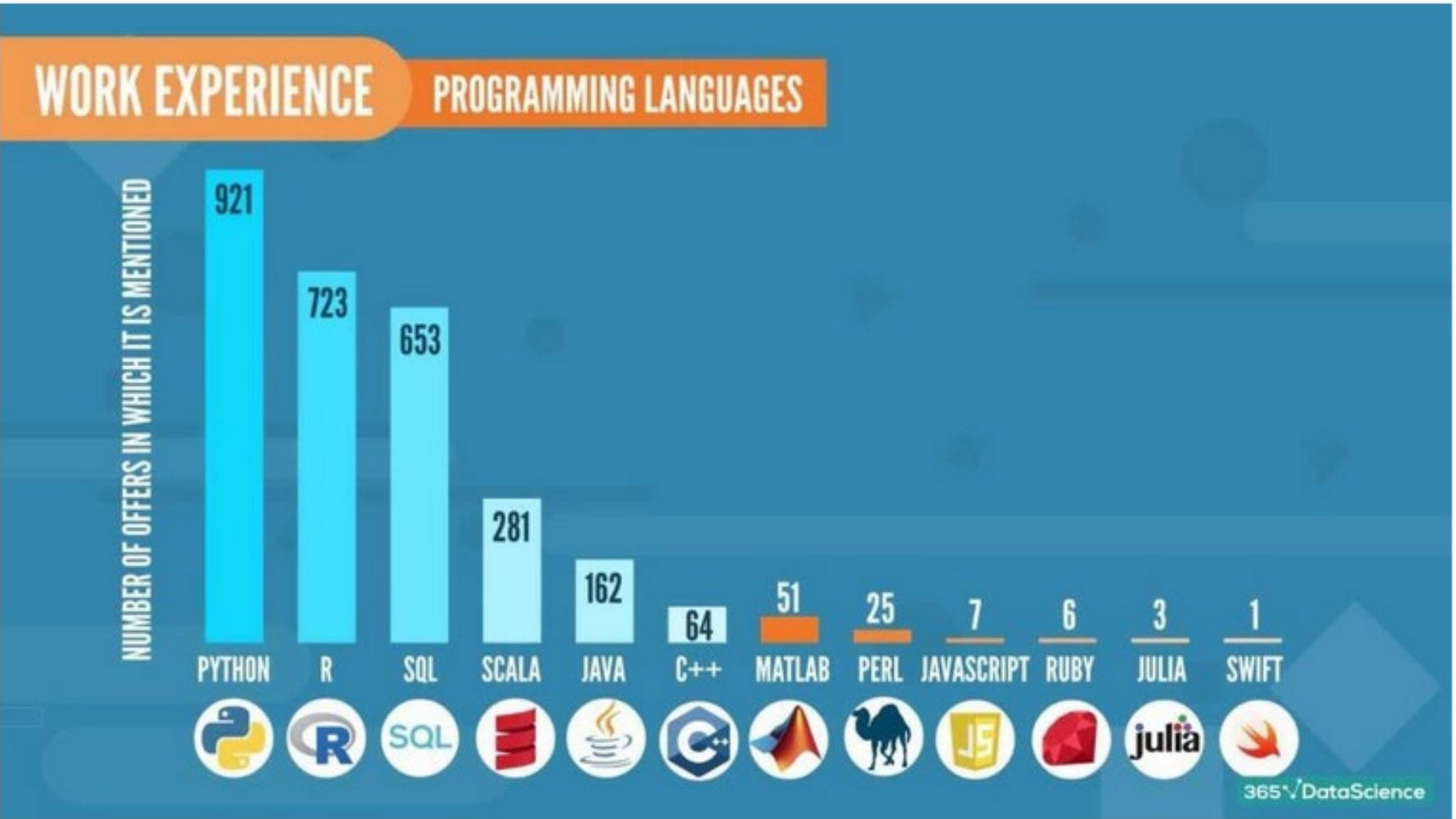


- ❑ Python is an open source general purpose programming language
- ❑ Python libraries like NumPy and SciPy are used in Data Science



- ❑ SAS can mine, alter, manage and retrieve data from a variety of sources
- ❑ Can perform statistical analysis on the data

What Programming skills do you need?

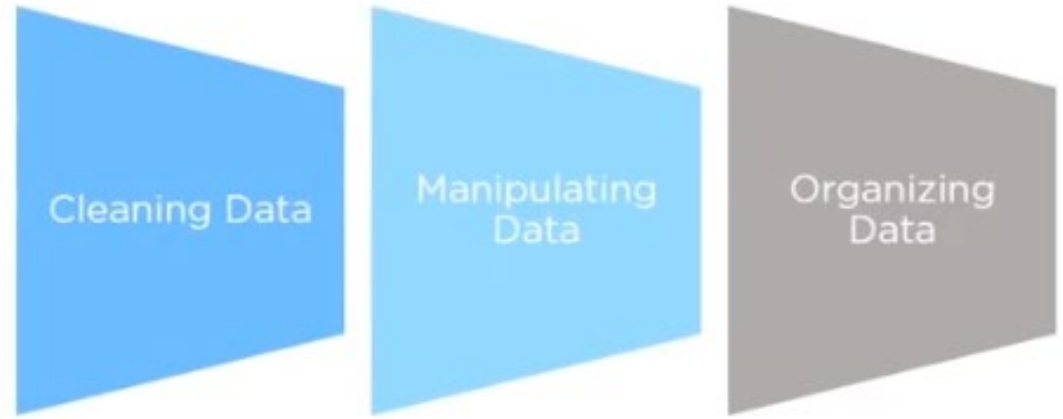


Skill 4: Data Wrangling



Skill 4: Learn how to wrangle data

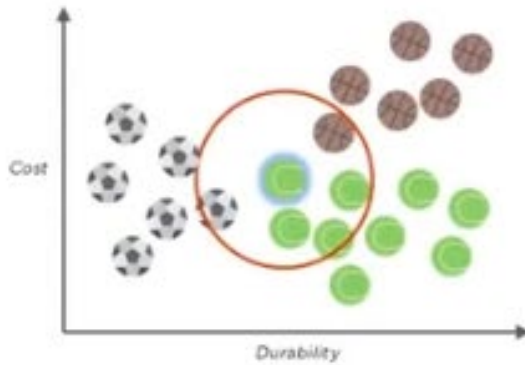
Data Wrangling involves:



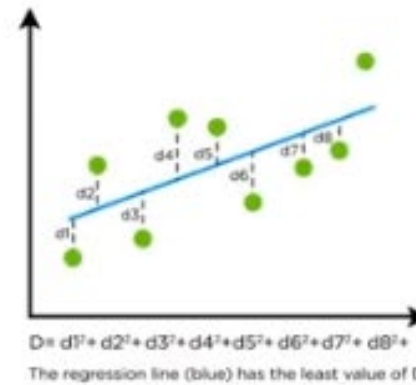
Skill 5: Machine Learning



Machine Learning can be achieved through various algorithms such as Regression, Naive Bayes, SVM, K Means Clustering, KNN and Decision Tree algorithms to name a few



KNN



Linear Regression



Decision Tree

Skill 6: Big Data

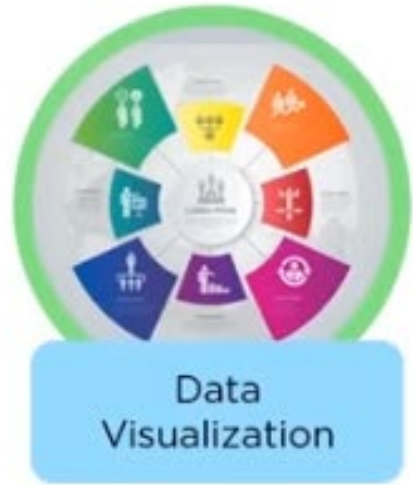


Skill 6: Have a working knowledge of Big Data tools

Big Data is a term to describe large and complex data which can't be dealt with traditional data processing software



Skill 7: Data Visualisation



Skill 7: Develop the ability to visualize results

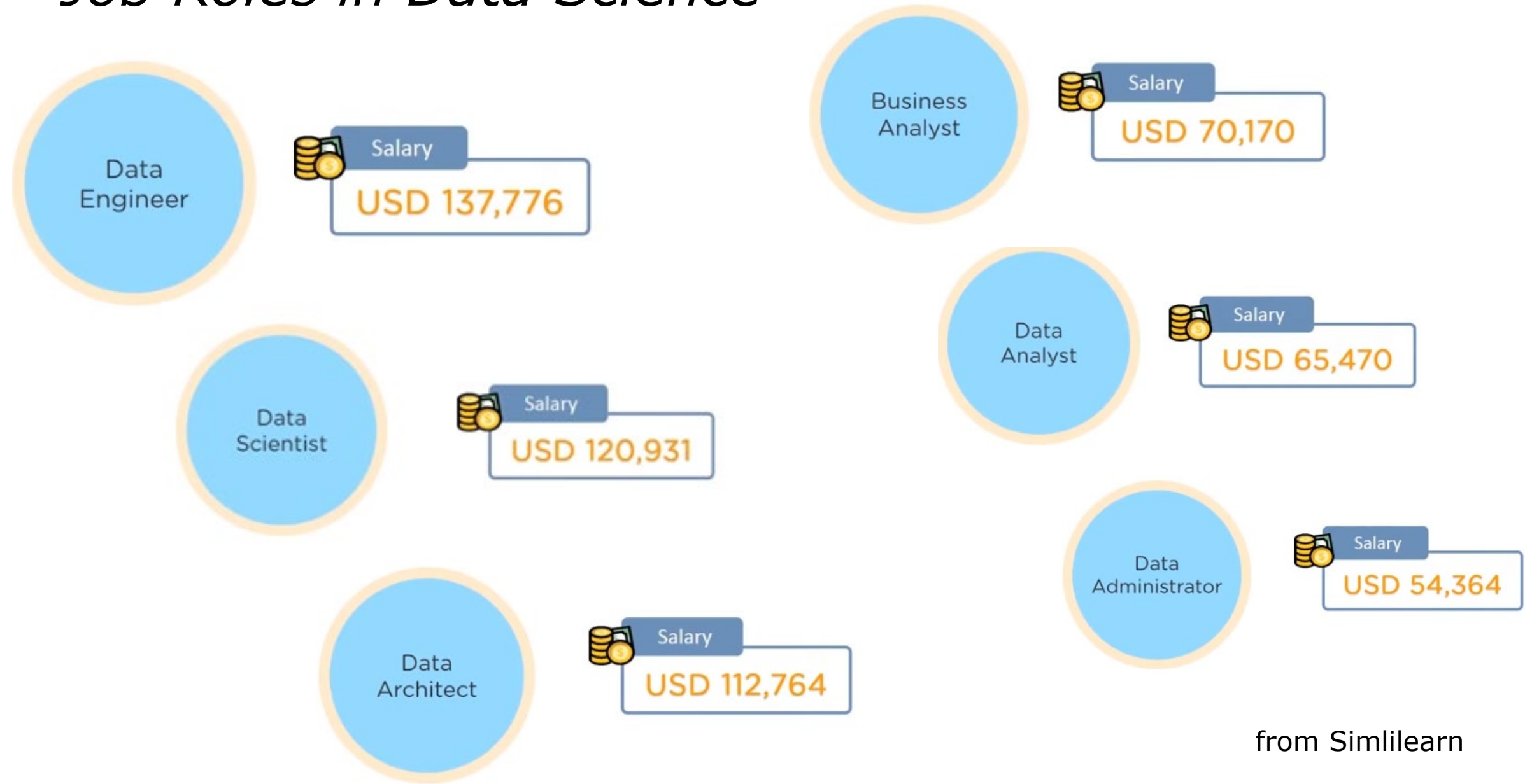
Data Visualization involves integrating different datasets, analyzing models and visualizing them in the form of diagrams, charts and graphs



QlikView

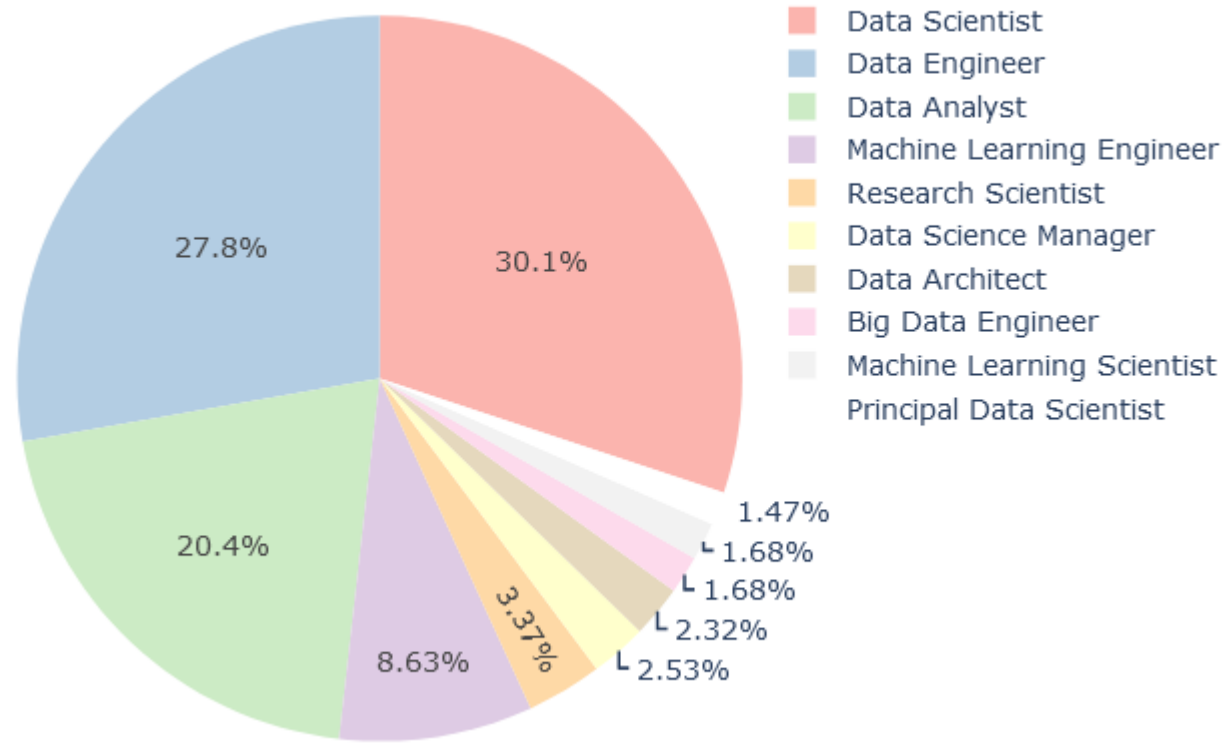


Job Roles in Data Science

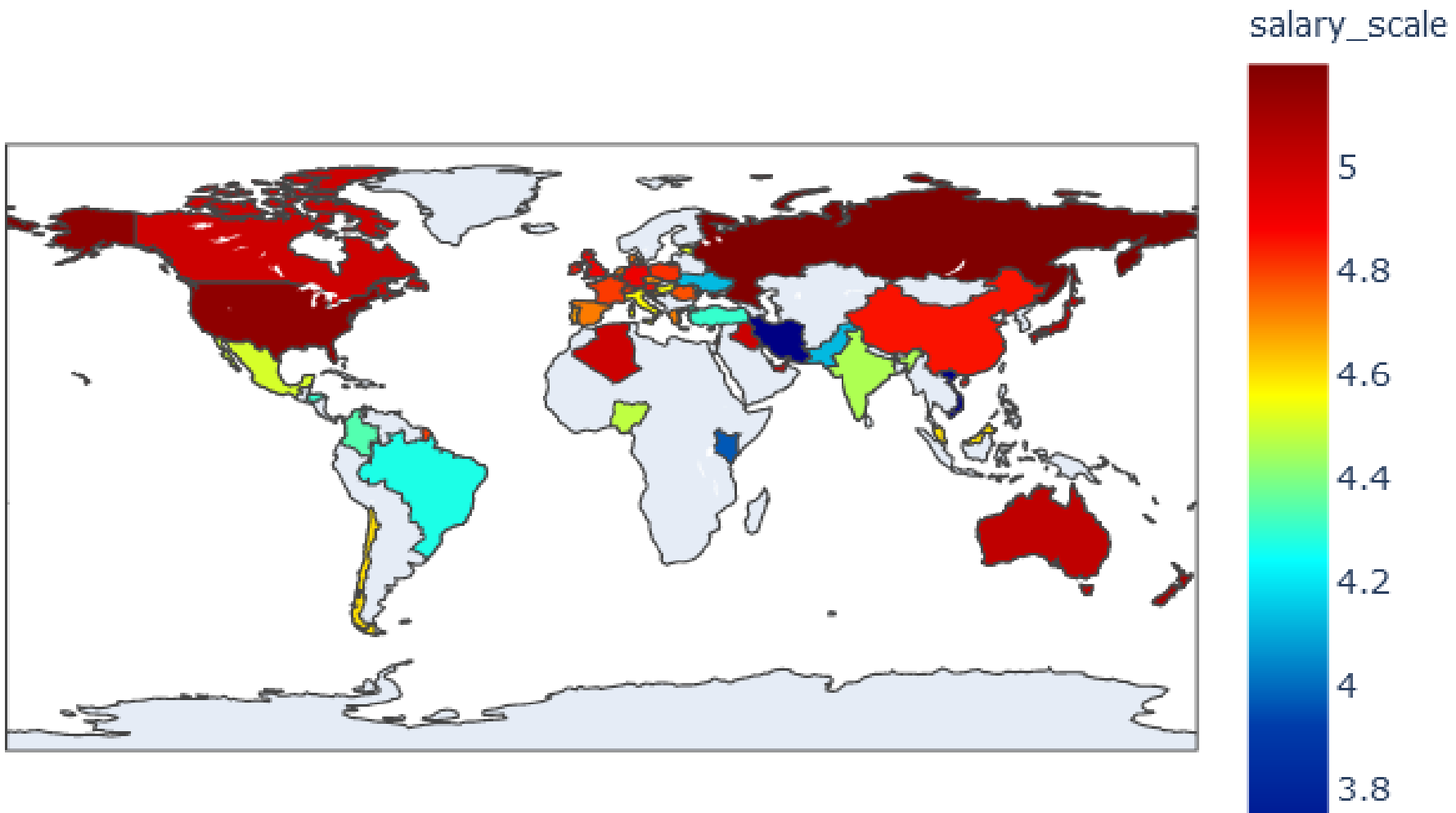


from Simlilearn

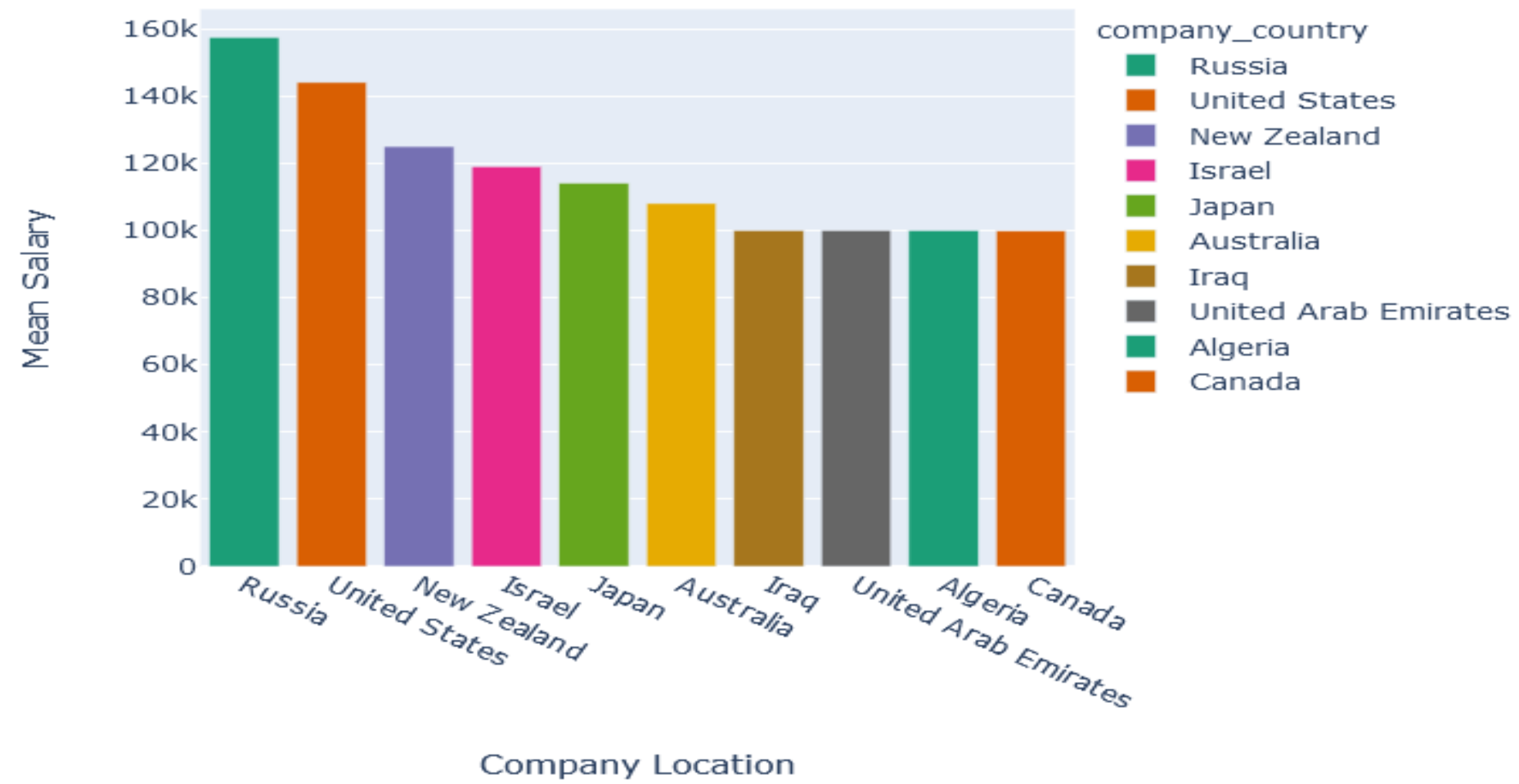
Distribution of Job Positions



Mean Salaries across the World



Average Salary as a Function of Company Location



Data Engineer

It's possible to get a job as a data science engineer by simply knowing Python, Amazon S3, and Postgres. Many of tools are also interchangeable.

- Programming - SQL, Python, Scala, C/C++, Java, Javascript
- Relational Databases - Oracle, PostgreSQL, MySQL
- Non-relational Databases - MongoDB, Google Firebase, Apache Cassandra
- Data Warehouses - Snowflake, Amazon Redshift, Google Bigquery
- Data Lakes - Amazon S3, Google Cloud Storage
- Distributed Computing Frameworks - Apache Spark, Apache Hadoop
- DevOps tools - Git, Docker, Kubernetes, Airflow, Amazon Lambda, Jenkins, JIRA

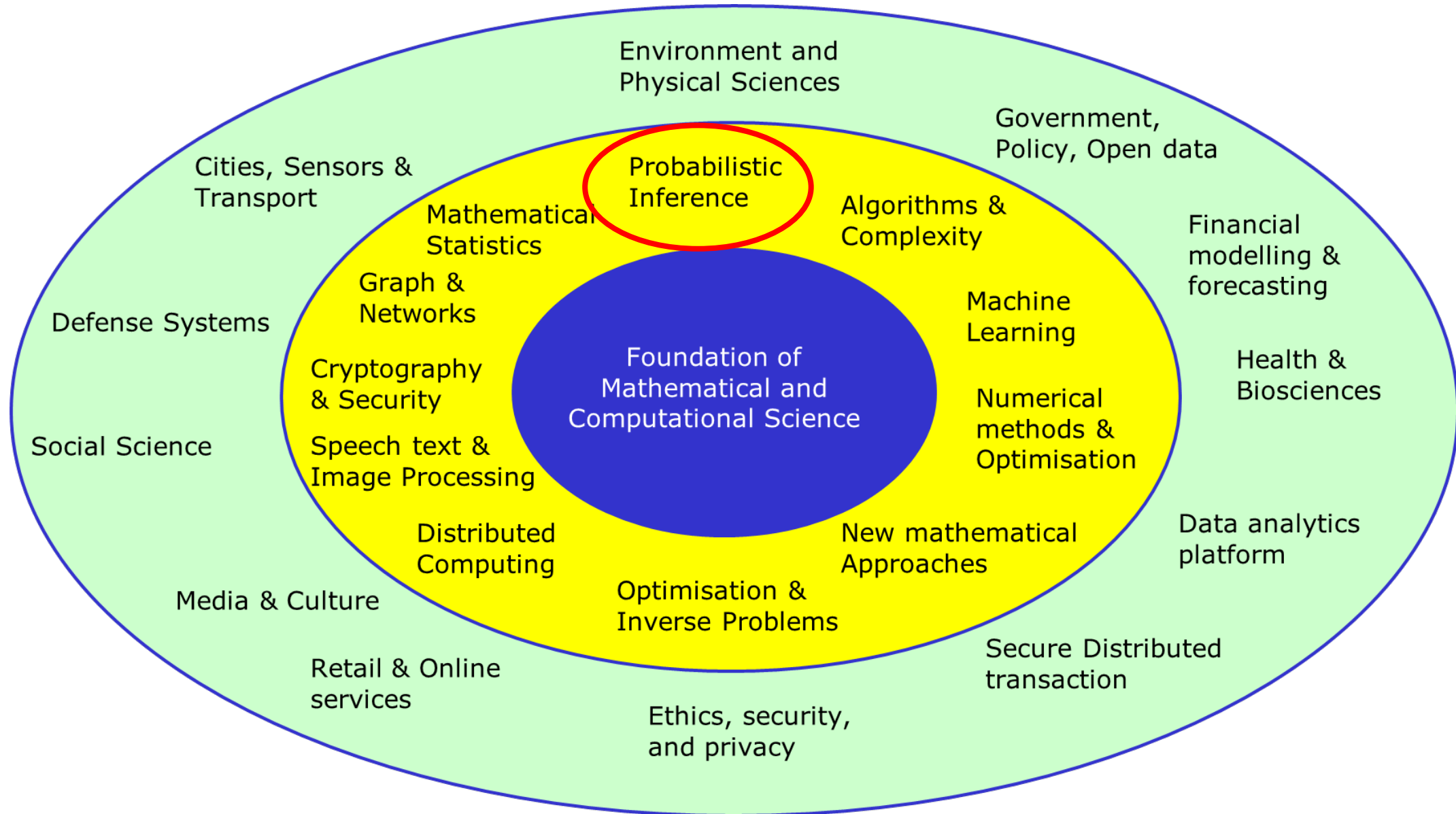
It seems Software Engineer – not specific to data science ?

ML Interview Basic Questions

- Q1. Explain different types of machine learning with their pros and cons?
- Q2. What is difference between Regression and Classification ?
- Q3. What is difference between Structure & Unstructured Data ?
- Q4. What are assumption of Linear Regression (LR) ?
- Q5. What is multicollinearity and why it is a problem in LR?
- Q6. In LR, what is the value of the sum of the residuals for a given dataset?
- Q7. What is homoscedasticity & Heteroscedasticity ?
- Q8. What are the reasons and effect of Heteroscedasticity on model ?
- Q9. How to handle problem of Heteroscedasticity on model ?

See <https://medium.com/@dishitaneve/ml-interview-questions-1-1-2c14c4dcdf18>
for the answers

My Pick of Buzzword 1: Probabilistic Programming





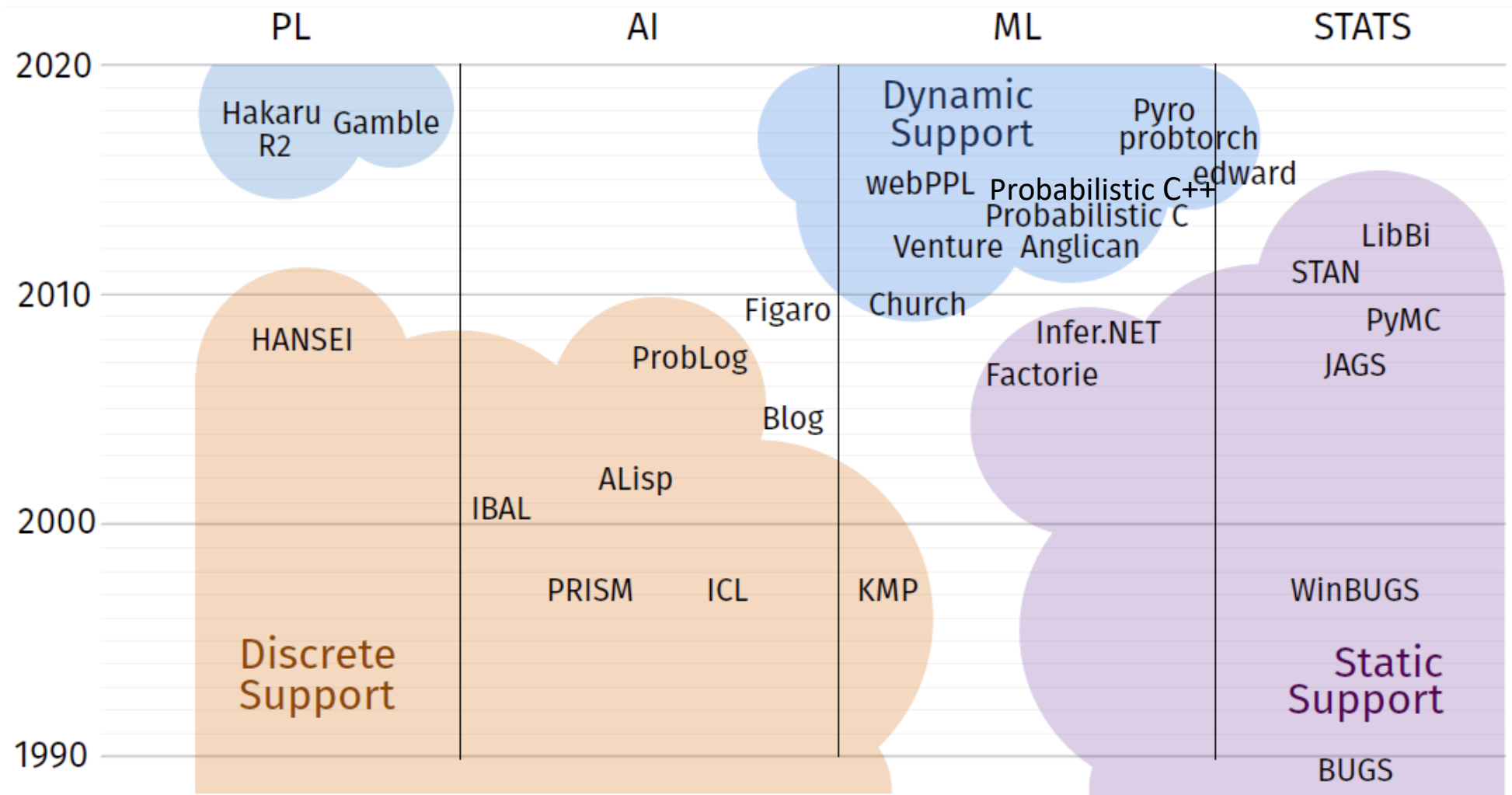
Probabilistic Model

- Probabilistic models incorporate random variables and probability distributions into the model
 - Deterministic model gives a single possible outcome
 - Probabilistic model gives a probability distribution
- Used for various probabilistic logic inference (e.g. MCMC-based inference, Bayesian inference...)

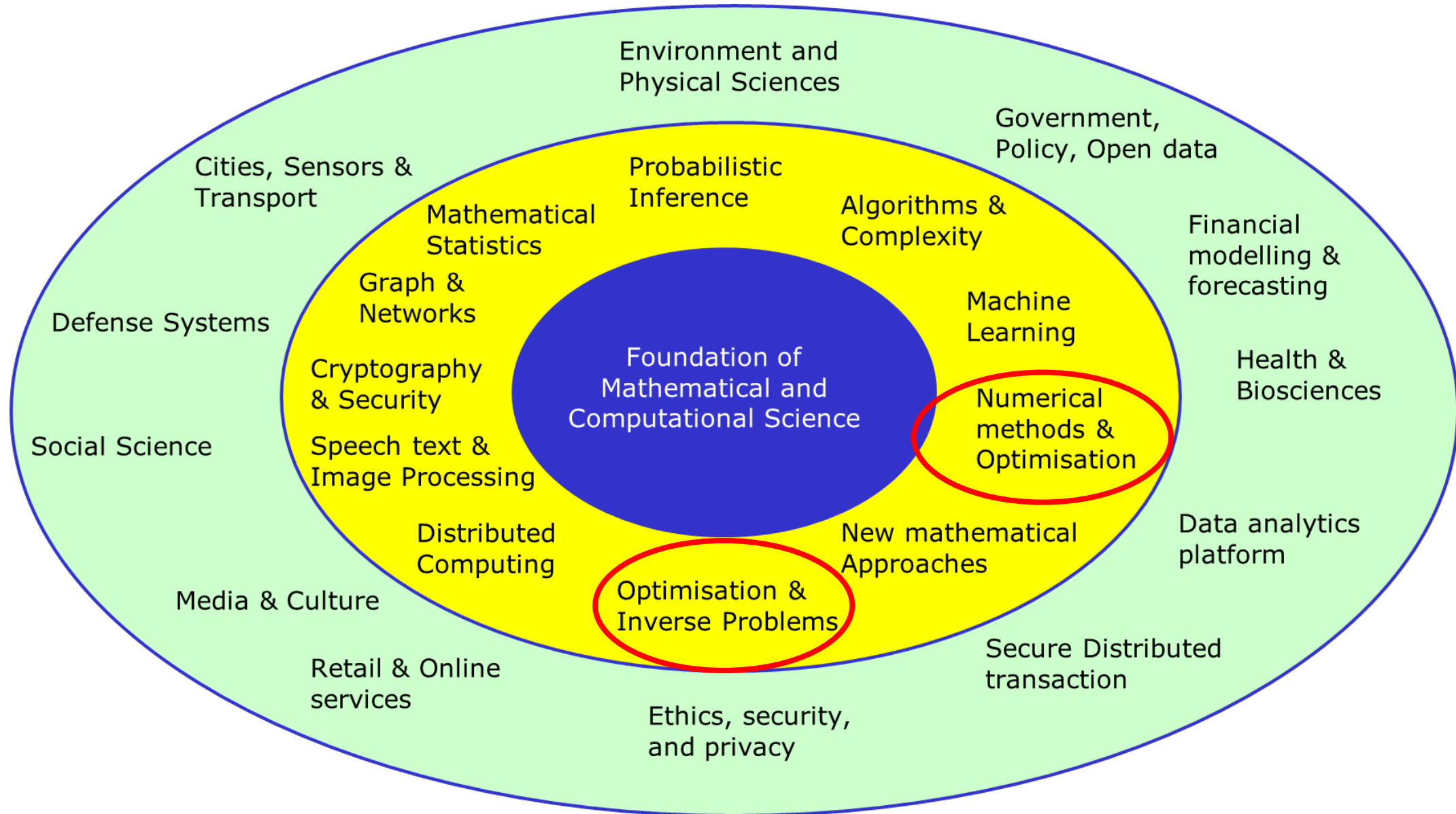
Tutorial:

https://www.cl.cam.ac.uk/~ey204/teaching/ACS/R244_2022_2023/guestlecture/slides/S6/probprog-cambridge-2021.pdf

Probabilistic Programming



My Pick of Buzzword 2: Optimisation





Machine Learning and Optimisation

- Function Optimisation
 - Find the set of inputs to a target objective function that result in the minimum or maximum of the function
- Function Approximation:
 - Generalise from specific examples to a reusable mapping function for making predictions on new examples
 - ML can be described as function approximation as approximating the unknown underlying function that maps examples of inputs to outputs in order to make predictions on new data
 - Function approximation often uses function optimisation
- At the core of many ML algorithms is an optimisation algorithm!



Optimisation in Machine Learning

- Hyperparameter Tuning as Optimisation
 - Machine learning algorithms have hyperparameters that can be configured to tailor the algorithm to a specific dataset
 - Function inputs are algorithm hyperparameters, optimisation problems that require an iterative global search algorithm
- Model Selection as Optimisation
 - Function inputs are data transform, machine learning algorithm, and algorithm hyperparameters; optimisation problem that requires an iterative global search algorithm



Machine Learning and Optimisation

- Process of working through a predictive modeling involves optimisation at multiple steps:
 - Choosing hyperparameters of a model
 - Choosing transforms to apply to the data prior to modeling
 - Choosing modeling pipeline to use as the final model
- **Learning as Optimisation**
 - A numeric quantity must be predicted in the case of a regression problem, whereas a class label must be predicted in the case of a classification problem...



Optimisation: Iterative Operation

- Common to use an iterative global search algorithm for optimisation problem
- e.g. Bayesian optimisation algorithm that is capable of simultaneously approximating the target function that is being optimised while optimising it.
- Automated machine learning (AutoML) algorithms being used to choose an algorithm, an algorithm and hyperparameters, or data preparation, algorithm and hyperparameters, with very little user intervention

Search Parameter Space

Random search: No risk of 'getting stuck'
potentially many samples required

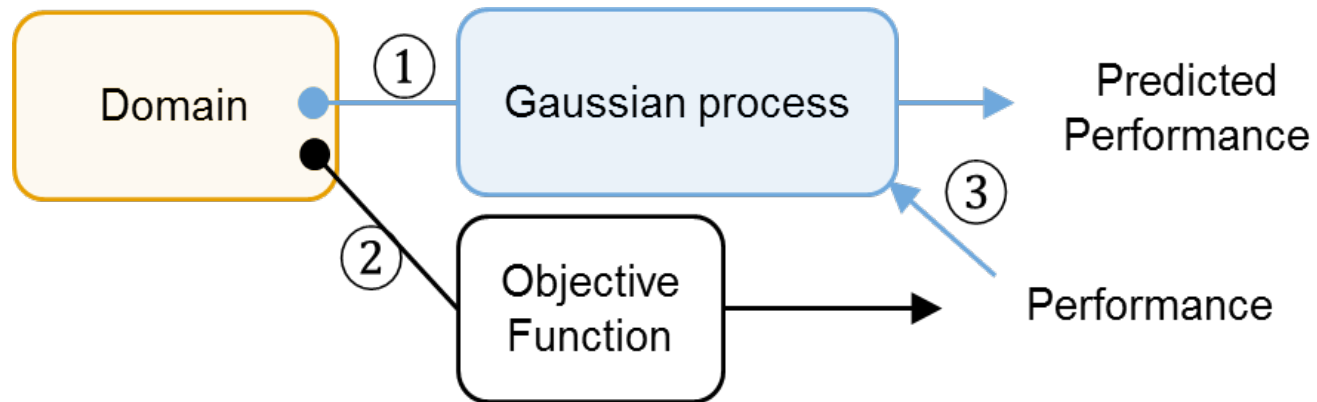
Evolution strategies: Evaluate
permutations against fitness function

Bayes Opt: Sample efficient, requires
continuous function, some configuration

Random Search	Genetic algorithm / Simulated annealing	Bayesian Optimisation
No overhead	Slight overhead	High overhead
High #evaluation	Medium-high #evaluation	Low #evaluation

Bayesian optimisation

Iteratively build a probabilistic model of objective function



- ① Find promising point (parameter values with high performance value in the model)
- ② Evaluate the objective function at that point
- ③ Update the model to reflect this new measurement

Pros:

- ✓ Data efficient: converges in few iterations
- ✓ Able to deal with noisy observations

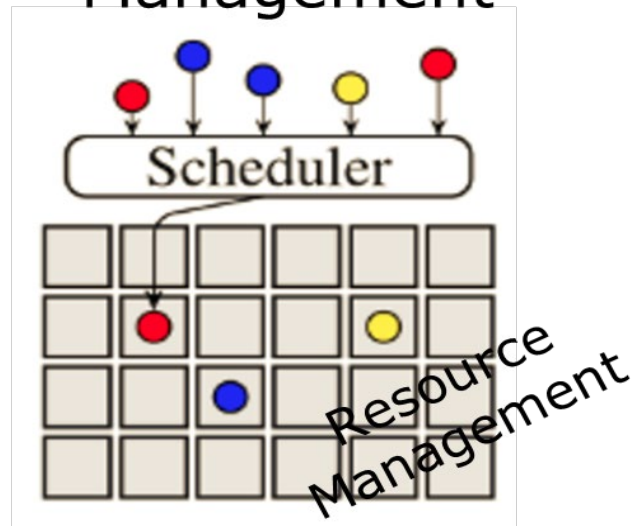
Cons:

- ✗ In many dimensions, model does not converge to the objective function

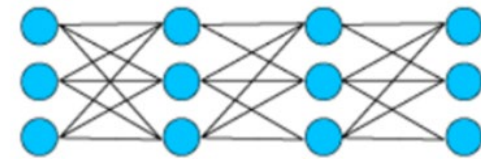
Use of ML based Optimisation Methods

- Increasing data volumes and high-dimension parameter space
- Expensive Objective Functions
- Hand-crafted solutions impractical, often left static or configured through extensive offline analysis

Cluster Workload Management



Deep Learning

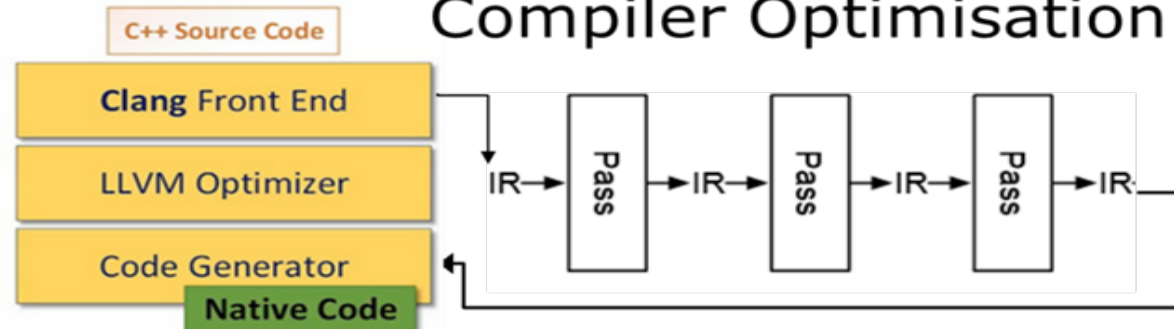


Feature extraction + Classification

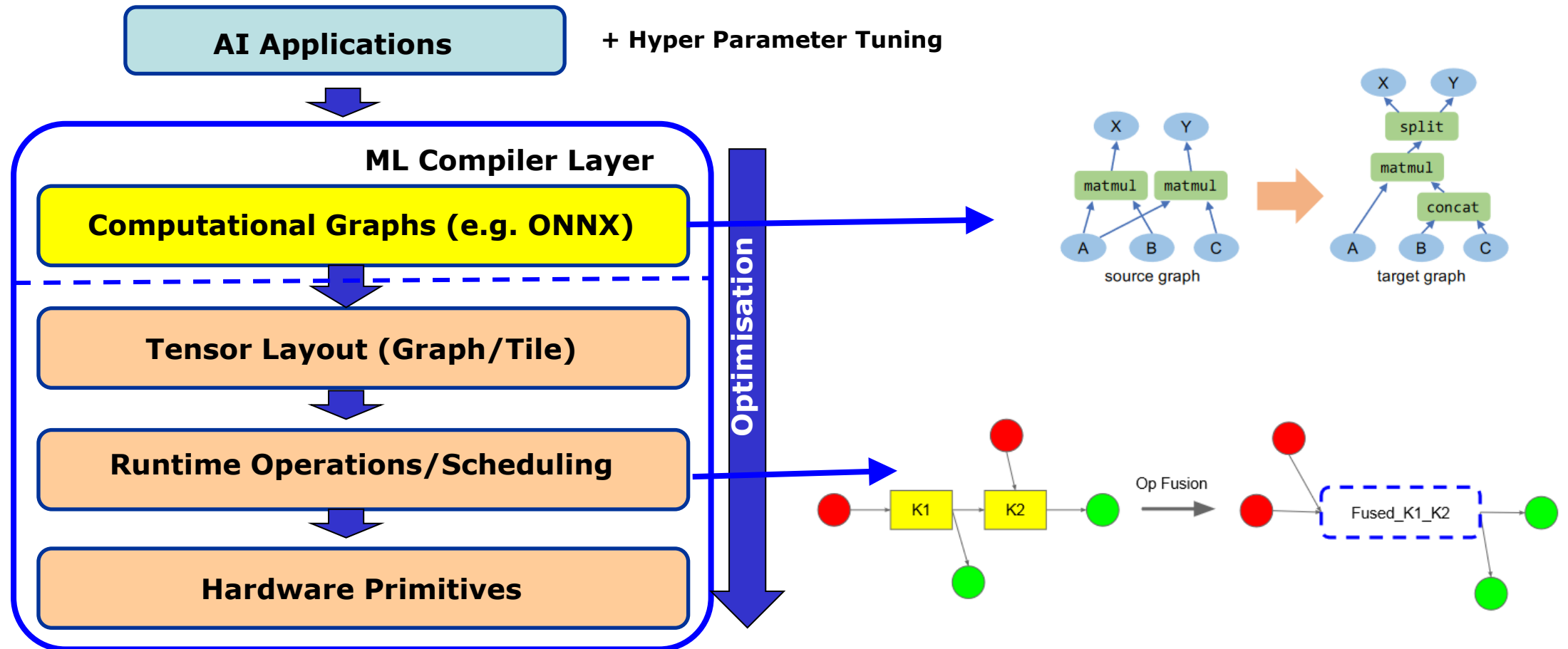
Hyper-Parameters:

- Learning-rate
- Number of Dense Layers
- Number of Dense Nodes
- Activation Function

Compiler Optimisation



ML Compiler Optimisation



TensorFlow, MXNet, and PyTorch



Reinforcement Learning for Optimisation

Many problems in systems are sequential decision making and/or combinatorial problems

- Compiler Optimisation
- Chip placement
- Datacentre resource allocation
- Network congestion control with multiple connections
- Wide range of signals to make decisions (e.g., VM allocation)
- Database: Query optimiser, Dynamic indexing...



RL in Computer Systems

What makes RL different from other ML paradigms?

- There is no supervisor, only a reward signal
- Feedback is delayed, not instantaneous
- Time really matters (sequential)
- Agent's actions affect the subsequent data it receives

Practical Consideration:

- Action spaces do not scale (Systems problems often combinatorial)
- Exploration in production system not a good idea
- Simulations can oversimplify problem (Expensive to build)
- Online steps take too long

A brief history of RL Tools

Gen (2014-16): Loose research scripts (e.g. DQN), high expertise required, only specific simulators

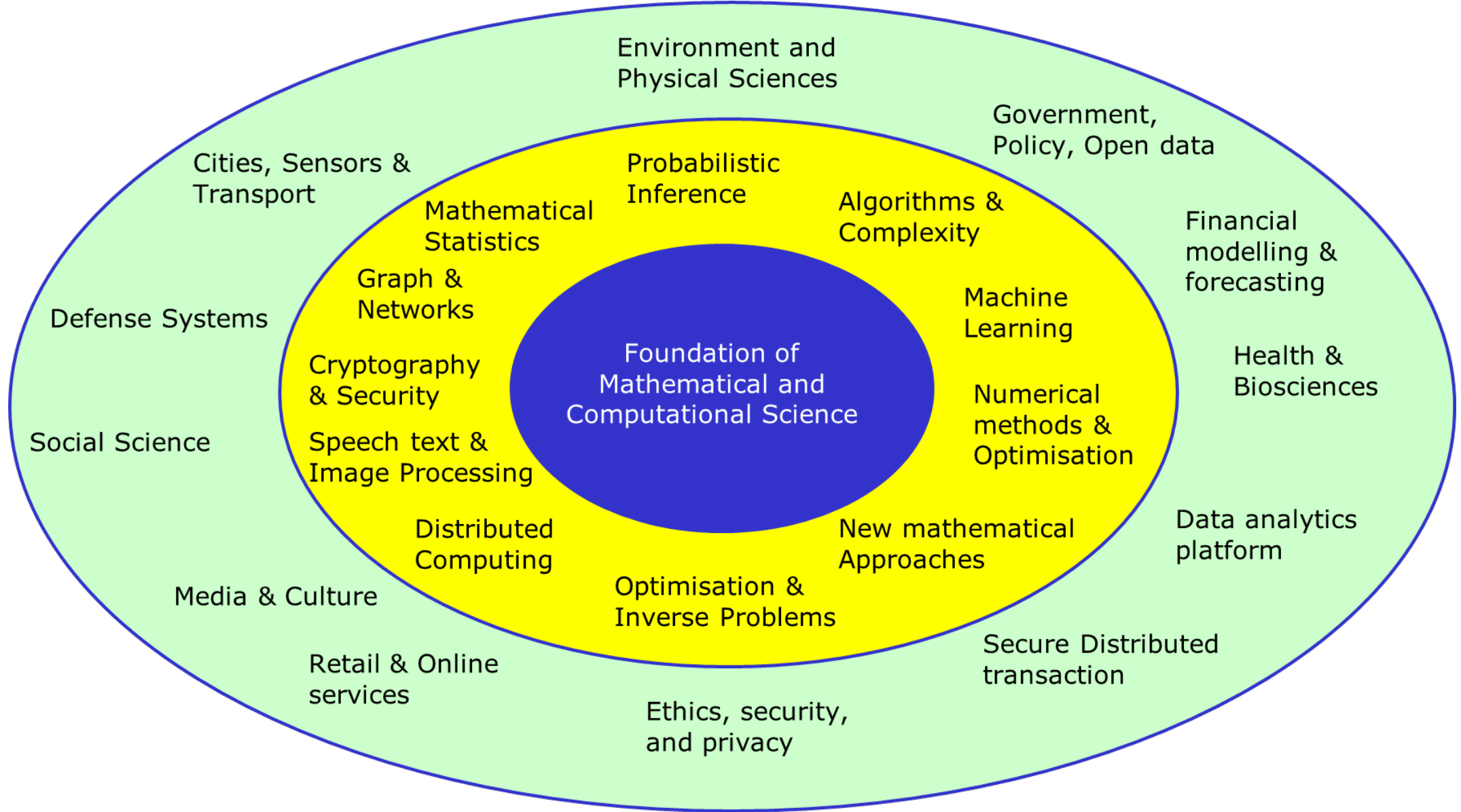
Gen (2016-17): OpenAI gym gives unified task interface, reference implementations

- Good results on some environments (e.g. game), difficult to retool to new domains and execution modes
- Abstractions/Libraries: not fully reusable, customised towards game simulators
- High implementation risk: lack of systematic testing, performance strongly impacted by noisy heuristics

Gen (2017-18): Generic declarative APIs, distributed abstractions (e.g. Ray Rllib, RLGraph), some standard *flavours* emerge

Still Problems... Tightly coupled execution/logic, testing, reuse...

Curve your Buzzwords – It's Open 😊



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→ What do YOU want to **RESEARCH** in Data Science?



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